



Your Agent Newsletter



Kia ora,

Welcome to the February edition of the Agent Newsletter. In this issue we cover:

- Feedback on future plans for NZSA: your feedback is important to us
- Usage of the Brand Lab and updating your New Zealand marketing materials
- Events information and examples of our new brand in action

Read on...

Feedback on future plans for NZSA

We are taking a revised look at how Education New Zealand works with agents, given the landscape changes in the last six months – especially Immigration New Zealand's industry partnership pilot (IPP) and ENZ's own e-learning programme.

We welcome your input as we consider the next stages of the New Zealand Specialist Agent (NZSA) scheme in this changed context.

In particular, we would like to hear your thoughts on how we can work best with you, and how we can support your relationships with the education sector. We are looking at the criteria for the NZSA, but would also welcome comment on other aspects of the agent/institute relationship.

When we have collected feedback from all stakeholders we will review and report back to you on our findings and plans.

Please send your comments by 31 March 2014 to [Kaye Le Gros, ENZ Channel Development Manager](#) or call +64 4 917 0877.

Usage of the Brand Lab and updating your NZ look

You will be aware that last November we launched our new brand "Think New" and the fantastic online resource website "[The Brand Lab](#)" to enable you to use the latest photography and new marketing tools when promoting New Zealand to prospective students.

After reviewing the user statistics from the Brand Lab, I am disappointed at how low the uptake has been from agents. From the agents listed on our website www.studyinnewzealand.com, I am a little dismayed to see a number are using the old NZSA logo (with the green circle), which is now out of date and has been replaced by our new NZSA logo (the rectangular fern logo).

Do take advantage of the new digital assets available in The Brand Lab to use on your websites and in other materials.

There are more than 500 photos, brochures about different parts of the New Zealand education system, directories of universities and institutes of technology and polytechnics and copies of the New Zealand Education Story in English, Chinese and Portuguese. More translations of marketing materials are coming!

Why not embed the New Zealand Education Story on your website? It succinctly illustrates the New Zealand education experience in a captivating and engaging way. Or upload some photos of New Zealand classrooms so students can see just what studying in New Zealand looks like?

If you have not signed up to The Brand Lab, I urge you to do so today. Go to www.thebrandlab.educationnz.govt.nz/

As we roll out our new campaigns in 2014, I would like to see those of you who wish to be on our website www.studyinnewzealand.com complete a stocktake of your New Zealand page to reflect the new brand. I also am interested to know why you are not using these great free marketing tools. I welcome your feedback to kaye.legros@enz.govt.nz, however please copy in the local market manager in your region as well.

If you're having trouble using The Brand Lab, check out the video at the bottom on the front page (once you've logged in) to find out how to access the marketing materials you need.

Events in the first quarter of 2014

In line with our 'Think New' brand, we are rolling out a new look and style of event for the upcoming March/April fair season. You can see a 3D visualisation video of the new approach on The Brand Lab: <http://thebrandlab.educationnz.govt.nz/events?n=Events>.

Due to size limits and other constraints not all fairs will be exactly as portrayed in the video, but the beautiful imagery and professional look will be our signature style in all countries.

Here's a summary of fairs being held over the next few months:

Santiago, Chile: 12/13 March
Surabaya, Indonesia: 15 March
Jakarta, Indonesia: 16 March
Sao Paulo, Brazil: 15/16 March
Beijing, China: 15/16 March
Shanghai, China: 22/23 March
Guangzhou, China: 29/30 March
Bogota, Colombia: 21/22 March
Kuching, Malaysia: 22 March
Jalandhar, India: 5 April

Kolkata, India: 11 April

Ahmedabad, India: 13 April

Oman, Middle East: 22 April

Riyadh, Saudi Arabia: 15/18 April

The full events calendar can be found on the following link: <http://www.educationnz.govt.nz/events/events-calendar-2014>

Kind regards,

Kaye Le Gros

Channel Development Manager

Education New Zealand

kaye.legros@enz.govt.nz

newzealand.govt.nz

All content © Education New Zealand 2013

Education New Zealand | PO Box 12041, Wellington, New Zealand.

To no longer receive agent newsletters from Education New Zealand [click here](#).