



Your Agent Newsletter



Kia ora,

In this March issue of the agent newsletter we cover:

- URGENT REMINDER: NZSA feedback due 31 March
- Updates from The Brand Lab team
- New Zealand wins best national pavilion at China fairs
- Links to other top stories

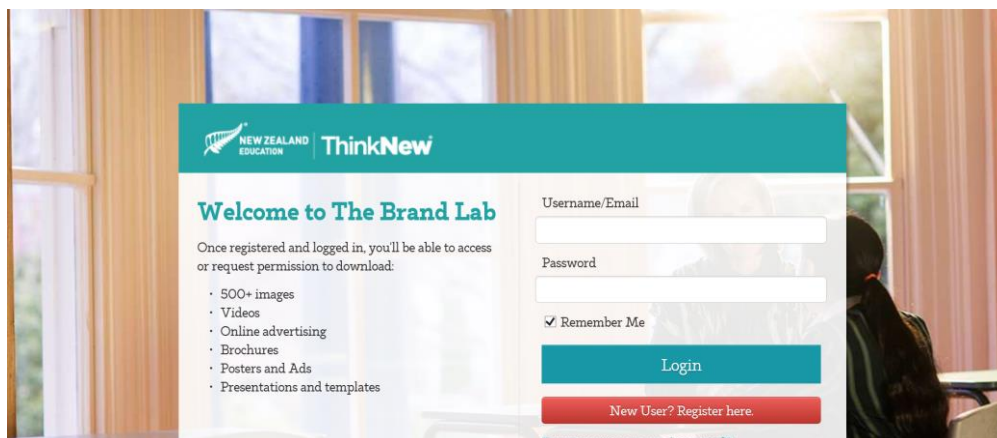
URGENT REMINDER: NZSA feedback due by 31 March

Feedback is currently being sought from agents and New Zealand institutions on the future of ENZ's New Zealand Specialist Agent programme (NZSA). We would like to hear your thoughts on how we can work best with you, how we can support your relationships with the education sector, whether there should be an NZSA programme and if so, what improvements should be made to our current system.

Feedback is due by Monday 31 March. Email your comments and ideas to [Kaye Le Gros](#), Channel Development Manager.

Updates from The Brand Lab team

Have you registered to use [The Brand Lab](#) yet? Don't miss out!



There are now over 1,000 registered users of this FREE service, which makes marketing materials about New Zealand education available for you to use.

It's a great, cost effective way for our partners and institutions to promote the benefits of studying in New Zealand in a collective and inspirational way.

Since the creation of The Brand Lab in 2013 we've been working to translate our resources. Now more than 200 individual pieces of individual marketing collateral are available in eight languages including:

- Chinese
- Thai
- German
- Spanish
- Portuguese
- Japanese
- Korean
- Vietnamese

Assets now available in these languages include:

- Posters about studying in New Zealand x 11
- Brochures about New Zealand's education system x 3
- Advertisement templates
- Videos – with language specific subtitles

Our next steps will be to translate digital assets (such as web banners).

The Brand Lab is available to agents who have completed our [e-learning programme](#). We plan to do spot checks of your websites and check how you are using these great new assets.

We do have one request of existing NZSA agents: please replace all your old NZSA logos with the new NZSA logo.

Register for The Brand Lab now at <http://thebrandlab.enz.govt.nz/>.

New Zealand wins best national pavilion in China



ENZ was proud to receive the "Best National Pavilion of China International Education Exhibition Tour 2014" award earlier this month on behalf everyone present at the New Zealand pavilion.

Pictured left is Ms Alexandra Grace, Counsellor (Education), receiving the trophy from Mr Che Weimin, CSCSE DDG.

The pavilion used our beautiful new 'Think New' branding. You can watch a [fly-through video](#) about how New Zealand is now presenting itself at education fairs on The Brand Lab.

Other industry news

1. [A round-up of recent fairs](#)
2. [Ministerial visits to Asia shine light on international education](#)
3. [The fourth International Summit on the Teaching Profession on now in Wellington](#)

Kind regards,

Kaye Le Gros

Channel Development Manager

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