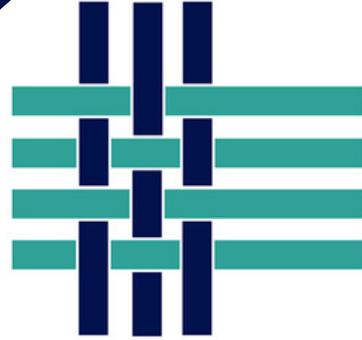


Lin Zhang



Global Threads Local Ties

SIEBA CONFERENCE 25-26 JUNE 2024

Speaker Bio:



Lin is an educational consultant who provides digital marketing service to New Zealand schools. Lin helps schools discover their unique strengths and core brand values, discover the real-life stories in the school community, and construct strategic digital contents on Chinese social media platforms. By telling the stories from within, Lin helps schools attract the 'ideal clients' among Chinese families, whose children's needs for education and happiness fit perfectly with the schools' values and strengths.

The idea of starting this consulting business is inspired by Lin's research on Chinese parents and their school-age children's overseas schooling. Lin's business model is created with her working experiences in the consumer goods industry in China.

Lin deeply believes that New Zealand schools look similar from the outside, but they all have their distinctive personalities, values and strengths; and New Zealand schooling is not just a cheaper and safer option, comparing with the schooling in other western countries. It has its unique characteristics.

If your school is passionate about and committed to welcoming Chinese students and their families to your community, Lin is here to help you pave the way.

Educational Consultant, Lin Enterprise

Topic 1 - Marketing and
Branding - Telling your Brand
Story and Developing a
Marketing Strategy

Topic 2 - Marketing in China -
Case Studies