



*Hearts & Minds
International Education Co., Ltd.*

“We take students’ success to heart”

Overview

Brief History

Hearts & Minds International Education Co., Ltd has a long professional history in the education business. It was originally established under the name of *Hearts & Minds International Student Services* in 1999 in Auckland, New Zealand by Ms. Puttiporn Thompson, Education Manager, NZ Education Centre, NZ Embassy Bangkok from 1996-1998. Towards the end of the year 2002, *Hearts & Minds Education Co., Ltd* was materialized in Bangkok to assist Thai students and parents who are interested in studying in New Zealand. All along, the company only concentrated in NZ education. By the year 2014, the company became **Hearts & Minds International Education Co., Ltd**. We are now promoting education in NZ, Australia, Canada and the UK and assisting parents and students who seek for their best guidance about studying in these four countries.

What we believe

We believe that international students can succeed better if they have professional help and guidance. They can avoid much of the stress and worry which can come while seeking for a place to study overseas. We provide students with accurate, adequate, and suitable information and guidance which will enable them to make a right decision. We promote the achievement in three aspects of mental development i.e. intelligence quotient, emotional quotient, and moral quotient as we endeavour to see our students succeed academically as well as become mature morally.

What we do

Hearts & Minds International Education Co., Ltd has been sending and assisting many Thai students to study particularly in the abovementioned four countries. We provide free educational counseling to our students as well as help apply for a study place and programme and their accommodation. We do visa application for our students and we can also help with their travel tickets. We monitor our students' progress especially our high school students and we are in regular contact with our students and parents.

Marketing strategies

We apply a number of marketing plans in recruiting new students. Social media is our number one channel. We actively promote what we do in our own website and Facebook page, Line official account and Instagram. The 'word of mouth' also plays a big role for us. We have been referred to by our students and parents for the service we do. We can do seminars for our partner schools. We also do school visits in Thailand and we participate in some of the education fairs held in Bangkok.

Our 3 members of staff are all keen to work with educational institutions in NZ, Australia, Canada and the UK. We all have our dedication to do our best for our Thai students. This is why our motto '**we take students' success to hearts**' has a lot of meanings as it describes well of our company's name and what we aim to do.

Company Profile

Registered Name: Hearts & Minds International Education Co., Ltd.

Registration number: 0105557173233

Address: 252 Krungthonburi Road
Soi Sathornmansion 1
Klongtonsai, Klongsan, Bangkok
Bangkok, Thailand 10600

Telephone Numbers: +66 2 055 0915
+66 81581 5105 /+66 96884 8605

Email: office@heartsandminds-edu.com

Facebook: [Hearts & Minds International Education Co.,Ltd](#)

Instagram: [heartsandmindseducation](#)

Line official: [@heartsandminds](#)

Website: www.heartsandminds-edu.com

Established: 1999 and 2002 and 2014

Field of Operations: Overseas Education Recruitment Agency

Area of Operation: New Zealand, Australia,
Canada, United Kingdom

Total Number of Staff: 3 full-time members of staff

Services Provided:

- Free Education Counselling
- Study Application
- Accommodation Arrangement
- Visa Application
- Air Ticket Reservation
- Study Tour
- Seminar, Education presentation

Educational Levels of Student Recruitment:

- English Language Program
- Secondary education
- Vocational programmes
- University placement

Marketing Plan & Promotional work:

- Social media through Facebook, Instagram and Line official account
- Website
- Words of mouth
- Seminar
- School & University Visit
- Promotional Materials

Service Charge:

Free of charge to prospective students

Motto:

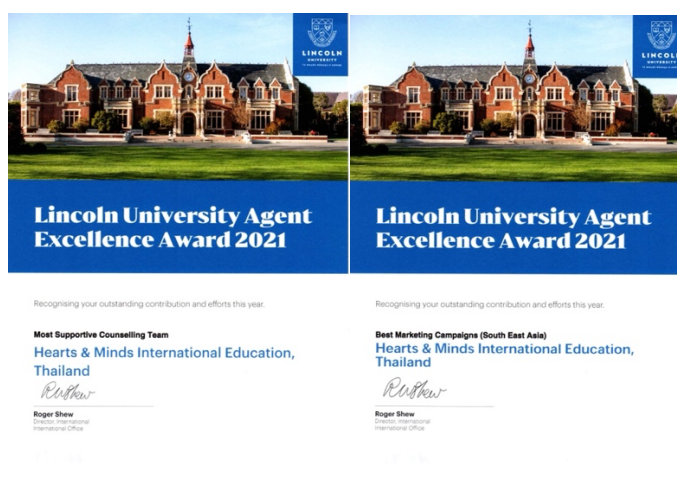
“We take students’ success to hearts”

Awards:

- **“The Excellence in Student Support Award”** By Education New Zealand, 2012
- Finalist - **Service Excellence Category**, the University of Auckland Education Agency Distinction Award 2021
- **Most Supportive Counselling Team**, Lincoln University Agent Excellence Award 2021
- **Best Marketing Campaigns (Southeast Asia)**, Lincoln University Agent Excellence Award 2021



Proudly Presented to
Hearts and Minds International Education
For the Education Agency Distinction Award
in Service Excellence



Brief Description of Relevant Personnel



Name: Ms. Sirintorn Duangkhot

Position: Director

Educational Qualification:

- Graduate Diploma in English, New Zealand
- Bachelor of Social Work, Thammasat University, Thailand
- Master of Arts (English), Chulalongkorn University, Thailand

Work Experience:

- Personal Assistant to Defense Attache, New Zealand Embassy (1999-2002)
- Reporter, Manager Newspaper (1992-1995)



Name: Ms. Panthip Kiatpattanachai

Position: Education Counsellor

Educational Qualification:

- Certificate in English language, Languages International, New Zealand
- Bachelor of Commerce and Accountancy, Thammasat University, Thailand

Work Experience:

- Audit Assistant, EY Company Limited., Bangkok, Thailand (2012 - 2015)



Name: Ms. Soracha Boonmee

Position: Education Counsellor

Educational Qualification:

- Bachelor of Arts Program in English, KMITL, Thailand