



Independent
Association of
Prep Schools

R47: Finding distinctiveness in an increasingly difficult market - the theory and practice of 'standing out'

Date Wednesday 09 October 2024
Venue Ibstock Place School, London, SW15 5PY
Cost IAPS members - £199 (non-IAPS members - £299)

Tackling some of the biggest issues holding back Independent Schools in expressing their message to audiences in a distinctive manner. The aim of the course is to get marketers thinking more creatively and more commercially about how to make their school stand out in the market.

Audience Prep School marketing decision-makers and/or those responsible for spending on marketing in Prep Schools.
Course Director Miles Latham, Managing Director, Affixius Films
Presenter(s) Miles Latham, Managing Director, Affixius Films



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Programme

Time	Activity - Speaker
1000	Registration
1030	Introduction to the world of school marketing and Affixius (both school, commercial and public sector work)
1050	<p>Session 1: The Myth of the USP - finding distinctiveness with 'generic' source material</p> <p>In this session we will look at the concept of differentiation for schools in a market where we are all using 'generic' information. How can we take the true-but-not-distinctive features of the broad and balanced curriculum, the wide range of co-curricular activities, the firm commitment to pastoral care, the feeling of "one big family"(!), and so on, and make it stand out? We will explore whether the idea of the 'USP' does more harm than good in modern education sector marketing, and how to engage with SLT/SMT when it comes to being bolder in marketing activity.</p>
1130	Morning Refreshment
1150	<p>Session 2 - The role of the "Brand Narrative" and linguistic distinctiveness in schools</p> <p>Here we will turn our attention to the use of written language and how schools have to work hard to craft a linguistic 'space' for themselves to avoid blending into the noise - especially in printed or online literature. Appreciating the premise that there are only so many words to go around, we look at how a little bravery and willingness to embrace (often personal) characters can allow you a tone of voice - and how to keep that going over time.</p>
1230	Lunch
1330	<p>Session 3 - Video content strategy - using your most powerful modern weapon effectively and affordably</p> <p>In this session turn our attention to video - arguably the most powerful tool available for an emotively motivated audience. There is no 'panacea' when it comes to producing video material, and it can be daunting (both practically and financially) to consider the potential 'size' of what might need to be made. A crucial mindset to adopt is that of thinking strategically about how and where to use video - how and where to spend - and what different forms of video content 'do' for your audiences.</p>
1415	Refreshments



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1430	Session 4 - The "Shop Window" of Brand Film and the power of mass distribution Delving deeper into the world of video, we end by looking at the use of video that has the highest ROI potential - the 'Brand Film'. Audiences are increasingly looking for an emotional 'way in' to your brand, and video is (and has been for decades) the best way to do that. Crucially, we will return back here to the idea of distinctiveness, and how we can make ourselves stand out - from the off - on a tonal and emotive level, even if we are all saying the same thing...!
1515	Plenary
1530	Course Ends



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