



Independent
Association of
Prep Schools

N68 Marketing: under the magnifying glass – improving your marketing activity through an audit

Date Tuesday 9 November 2021, 0930 - 1100
Venue Online via Zoom
Cost £75 (non IAPS members – additional £50)

Discovering your marketing office's identity and looking how it can be improved through an audit can often seem daunting; where to begin, who and what to measure, how to implement, and indeed what to do with the results. This practical session answers some of these questions and looks at how an audit identifies gaps in marketing activity and provision. The session will talk you through ways to improve processes to grow revenue and build stronger stakeholder relations.

Audience Marketing professionals, heads, bursars/DFOs, senior leaders

Objectives Identity reflection – knowing who we are, identifying what to audit, implementing a successful audit and using the results to implement change and embrace diversity

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