



Independent  
Association of  
Prep Schools

## Prep school marketing day (a joint AMCIS and IAPS conference)

**Date** Thursday 25 January 2024  
**Venue** Holiday Inn Bloomsbury, London  
**Cost** AMCIS or IAPS Members - £225 (non- members - £340)

Efficient and effective marketing of prep schools is at the core of this seminar. Sessions will focus on the fundamentals of marketing both the day and boarding elements on restricted budgets in an increasingly competitive marketplace. Whether your responsibility for marketing is on a full or part-time basis, attendance at this event will equip you with the tools and knowledge to be able to market your prep school practically and effectively. Early booking is advisable as this annual event is always very popular.

**Audience** All those with full or partial responsibility for marketing their prep school  
**Presenter(s)** Tom Rogerson, Head of Cottesmore Prep School  
Jane Thornton, Director of Admissions and Marketing  
Taz Usher, Marketing & Media Manager  
Sarah Cunnane, Head of Media & Communications  
Carolyn Reed, Reed Brand Communications  
Katie Cardona, Reed Brand Communications  
Dr Andy Kemp, Principal of National Mathematics and Science College  
Patsy Collinson, 15th Media  
Kerwyn Salmons, 15th Media

### Programme: Thursday 25 January 2024

Time	Activity - Speaker
0915	Registration
1000	Opening Address – <i>Tom Rogerson, Head (Cottesmore Prep School)</i>
1045	CASE STUDY: The building of a new illustrated prospectus and branding - <i>Jane Thornton, Director of Admissions and Marketing and Taz Usher, Marketing &amp; Media Manager (St Michael's Prep School)</i>
1135	Coffee break & networking
1205	The political landscape - <i>Sarah Cunnane, Head of Media &amp; Communications (Independent Schools Council)</i>
1250	The Early Years Landscape - <i>Carolyn Reed and Katie Cardona (Reed Brand Communications)</i>
1330	Networking lunch



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1430	Transforming Admissions & Marketing with AI - <i>Dr Andy Kemp, Principal (National Mathematics and Science College)</i>
1515	Optimising your Prep School's digital presence: trends and actionable insights in 2024 - <i>Patsy Collinson and Kerwyn Salmons (15th Media)</i>
1600	Course ends

**iaps** premier partners



#### Terms & Conditions:

To read AMCIS's Terms and Conditions relating to booking, attendance and payment of this event, along with their cancellation and refund policy, please view here: [T&C's](#).