

897 The School as a Business: it's not all about accounting!

Date: Thursday 22 November 2018

Venue: De Vere Colmore Gate, 6 Colmore Row, Bull Street Entrance, Birmingham B3 2QD

Cost: Online £229 (non IAPS members – additional £100)

Instead, look at issues facing businesses and how they might impact on a school's success. Officials from IAPS will be joined by David Woodgate, Chief Executive ISBA, along with experts from Harrison Clark Rickerbys, Bains Cutler Solutions and haysmacintyre to explain how schools can maximise income, market and communicate effectively with all key stakeholders, benchmark key financial variables, and address upcoming financial and legal issues cost effectively. Delegates will hear how one Head transformed his school to address financial concerns. The course will conclude with an expert panel to answer questions from delegates.

Audience: Governors, Heads, Bursars, Senior Management

Objectives: All successful businesses adapt to meet changing market environments. This course will help delegates to identify the key changes they need to face, how they might address them, and the steps they can take to help ensure that their school generates a surplus.

Course Director: Richard Flower, Finance and Operations Director, IAPS

Speakers: Lee Stokes, haysmacintyre, Oliver Daniels and Kristine Scott, Harrison Clark Rickerbys, David Woodgate, Chief Executive ISBA, Mark Brotherton, Director of Education, IAPS and ex-IAPS Head, Katherine Lapworth, Communications Manager, IAPS, Rhiannon Cutler, Bains Cutler Solutions, Stuart Plant, Insight6

Programme

- 1000 Registration and coffee
- 1015 Introduction: all businesses evolve or go broke; the market moves and you have to be ahead of it – *Richard Flower*
- 1030 Maximising income: bums on seats; commercial; fundraising – *David Woodgate*
- 1115 The Insight6 rebrand and what we do. Why customer experience is vital for your school. The findings to-date and some anecdotes. Questions – *Stuart Plant*
- 1130 Coffee
- 1145 Communicating: with parents, pupils, community, staff, governors and the Charity Commission – *Katherine Lapworth*
- 1215 Lunch

....continued over

CANCELLATION If a delegate cancels his or her application up to and including 4 weeks prior to the date, a refund of 75% of the fee will be given. 50% of the fee will be refunded up to and including 2 weeks prior to the date. Thereafter, IAPS regrets that no refund can be made. **INSURANCE** IAPS regrets that it cannot accept liability for loss or damage however caused to the personal property of any person attending this of any other event organised under the auspices of the Association.

Book online at iaps.uk

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- 1315 Benchmarking: the key business drivers; salary, key financials – *Rhiannon Cutler*
- 1345 National financial drivers: VAT on fees, business rates, TP costs - *Lee Stokes*
- 1415 Legal/HR issues: redundancy, GDPR, equal pay reporting – *Oliver Daniels*
- 1445 Changing a school: what we did and why, what (nearly) went wrong, what went right, how to make it work – *Mark Brotherton*
- 1530 Panel discussion
- 1600 Depart

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DE VERE COLMORE GATE

Located in Birmingham's city centre

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TRAVEL BY ROAD

Our location can easily be accessed by the M6. The nearest parking is the High Street car park, a short walk from Colmore Gate.

TRAVEL BY TRAIN

There are direct trains from London Euston Station to Birmingham New Street Station—less than a 10-minute walk from De Vere Colmore Gate. Find direct trains from London Marylebone Station to Birmingham Snow Hill Station, about a minute's walk to Colmore Gate.