



Independent  
Association of  
Prep Schools

## N80 The customer journey: refining your prep school admissions process

**Date** Thursday 25 November 2021, 1000 - 1100  
**Venue** Online via Zoom  
**Cost** £75 (non IAPS members – additional £50)

This practical presentation considers why Prep Schools should be looking more closely at their prospective parents' journey. Including post-pandemic considerations, this workshop looks at every stage of the Admissions process, to ensure your parents' journey is fully personalized, easy to navigate and provides a more positive experience than your competitors. Not just for schools with falling numbers, this practical session, full of excellent sector examples, helps you to deliver a five-star customer experience for all your prospective parents.

**Audience** Registrars, admissions and marketing professionals, heads, bursars, senior leaders

**Objectives** Learn to deliver an excellent customer experience for prospective parents.

**Course Director** Rachel Hadley-Leonard, RHL Consulting