

N42 Creating a prep school marketing campaign: standing out from the crowd

Date: Wednesday 5 May 2021

Venue: Online – delivered via Zoom

Cost: Online £75 (IAPS non-member £125)

How do you ensure that your school stands out from the crowd when almost every other school has a shiny coffee table prospectus, engaging video content and striking advertisements? This presentation, which uses case studies to share practical ideas, helps you to understand why being brave lies at the heart of every successful campaign.

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

Objectives:

- To further understanding of the importance of competitor research and its relevance to your campaign
- To develop understanding of how to plan a multi-channel campaign well in advance of its delivery
- To explore examples of brave marketing and understand the impact on recruitment and reputation
- To develop skills to plan and implement your own school marketing campaign, including campaigns on a budget
- To explore and understand methods of measuring return on investment

Course Director and Speaker: Rachel Hadley-Leonard, RHL Consulting

Programme

Wednesday 5 May 2021

0930 Welcome and introduction

0935 Session content:

- The importance of competitor research
- Being brave
- Planning your campaign
- How to get around budget limitations
- Implementing your campaign – a whole school strategy
- Measuring success

1100 Close

Continued...

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.

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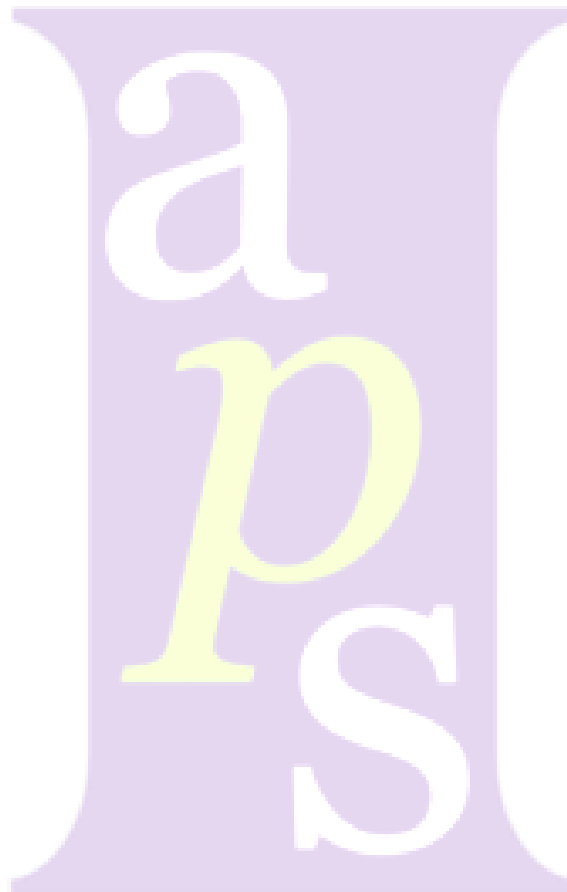
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Introducing your speaker:

Rachel Hadley-Leonard has experience in marketing and development, gained over thirty years in the education sector, and in industry working for organisations such as the John Lewis Partnership and Aba. Originally working within the education sector as a Teacher, Head of Department & Senior Leader, Rachel offers a wealth of qualified marketing and development expertise gained through a variety of marketing and fundraising roles, field specific study, and experience at Board Director level, the latter with AMCIS for six years, two of which as Co-Chair. Rachel is a judge for both the TES Independent School Awards and global InspirED awards, is a mentor, advisor and an independent school Governor. She writes for educational media, and is a regular conference speaker.

Rachel currently works as a schools marketing, admissions and development consultant, working with schools to ensure financial growth, improved stakeholder relations and increased pupil numbers. Rachel's particular strengths lie in the areas of strategy, audits, stakeholder research and development start-ups.



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