



AMCIS

Admissions, Marketing and Communications
in Independent Schools



Excellence in Education

The Independent Association
of Prep Schools

2021 AMCIS & IAPS Prep School Connect

26 – 28 January 2021

		Tuesday 26 January 2021
12 noon – 1pm	Webinar	<p>Strengthening parent relationships to drive profitability in independent schools</p> <p><i>Manuela Pifani, Founder & Managing Director, CXellence Consulting</i></p> <p>We find ourselves in unprecedented times, when more than ever it is important to strengthen your relationship with key customer groups, and particularly with parents. The Covid-19 crisis brought increased social disruption and financial uncertainty, putting additional emphasis on the expected price/value trade-off for the services they purchase. Only by focusing on improving the experience of parents and other key 'customer' groups, can independent schools succeed in the post-pandemic era to restore confidence and drive profitability in an increasingly competitive and demanding environment.</p>
1.30pm – 1.50pm	Product Showcase	<p>Interactive Schools</p> <p><i>Ben Weston-Conway</i></p> <ul style="list-style-type: none">- SPARXDATA - A new bespoke data & reporting dashboard for school marketing teams. Consolidating all data into one place to enable more effective decision making & campaign reporting.- SPARXVOICE - A new Alexa/Google Home skill for schools to connect their calendar and enhance parent engagement.

2.30pm – 3.15pm	Webinar	<p>A virtual tour on a tangible budget</p> <p><i>Simon Clarke, Head Master, Spratton Hall School, Northamptonshire</i></p> <p>A case study on how Spratton Hall used their experience in producing their award-winning school video on a small budget, to create their virtual tour.</p>
		Wednesday 27 January 2021
10.30am – 11.15am	Webinar	<p>Recruitment and retention in today’s increasingly competitive market</p> <p><i>Lizzi Gardner, Director of Marketing and Communications, Perrott Hill Prep School, Somerset.</i></p> <p>How to attract new families and retain your current ones: a few simple strategies to guide parents, both current and prospective, all the way through your school.</p>
1.00pm – 1.20pm	Product Showcase	<p>Password Testing Dr Helen Wood</p> <p>Introducing Password Pupil Younger (Semi-Adaptive): Developed with and for Prep School partners</p> <p>Password is launching a new assessment, rooted in the research and academic rigour that underpins our world-leading Password Knowledge & Writing test, with sector-specific content developed in close collaboration with our Prep School partners. For these schools, identifying international pupils increasingly diverse levels of English language accurately was essential for two reasons: to appropriately differentiate teaching <i>and</i> reliably assess EAL pupil progress for their senior schools at 11+ and 13+. Based on these requirements, this new test assesses the academic linguistic proficiency of younger learners across the A1 – C1 range on the Common European Framework of Reference. Join Dr Helen Wood, our Head of School Partnerships, to find out more.</p>

<p>2.30pm – 3.15pm</p>	<p>Webinar</p>	<p>Distinctive video has never been more important - how to build a proper video content strategy</p> <p><i>Miles Latham, Managing Partner, Affixius Films</i></p> <p>"It hardly needs mentioning that 'access' to Independent Schools - for the prospective buyer - has been turned on its head in this past year. The ultimate challenge for the marketer is not just 'filling the gap' of Open Days and other such events, but rather looking to match and surpass that experience digitally.</p> <p>The temptation to simply "...film things instead..." is currently evident, which has flooded the market with video of all different types and levels of quality. Now the dust is beginning to settle, it is time to think strategically. Just having video content is not enough - it must be distinctive and it must be done to a plan.</p> <p>This webinar will deal with both of these matters in turn - exploring what makes film watchable, what makes audiences respond and how resource is best structured into a proper video content strategy regardless of budget or size of team. "</p>
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<p>Thursday 28 January 2021</p>	
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<p>10.30am – 11.15am</p>	<p>Webinar</p>	<p>Refreshing the brand: putting storytelling at the heart of a marketing strategy</p> <p><i>Kerry Williams, Head of Marketing, Handcross Park, West Sussex</i></p> <p>The importance of marketing in the world of independent schools is rapidly becoming apparent, as schools seek to carve their position in a busy marketplace and show prospective parents why their school stands out from the rest. In the midst of a global pandemic, this has become even more important and has been thrust to the forefront of the agenda in independent schools across the country. Pupil numbers are shifting both upwards and downwards in independent schools everywhere for so many reasons - relocating, financial and sadly, as some independent schools close.</p> <p>The decision making process for prospective parents is a complex and involved one. Any decision involving such a huge amount of money is always going to be carefully considered, but when the decision also involves the future of their children, it makes it incredibly emotive for</p>
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		<p>parents. The marketing mix of a school needs to balance all these factors carefully to successfully communicate their offering. This presentation will discuss the way in which Handcross Park School in West Sussex used storytelling to communicate with their market. The school were awarded the Marketing Award for Effective Brand Communication at the Independent Schools of the Year Awards 2020 for their latest marketing campaign.</p>
<p>1.00pm – 1.20pm</p>	<p>Product Showcase</p>	<p>MTM <i>Nicky Adams</i></p> <ul style="list-style-type: none"> - BRAND NEW Admissions Dashboard - online platform launching Jan 2021, presenting individual schools' admissions data in infographic form for monitoring in real-time and exporting instantly for use in reports and presentations - Market research - Data research and surveys for schools, plus strategic planning and day-to-day support
<p>2.30pm – 3.15pm</p>	<p>Webinar</p>	<p>Successful partnerships: How one school introduced a comprehensive outreach programme support and backing from the SMT and governors</p> <p><i>Louise Brown, Director of Educational Partnerships, New College School, Oxfordshire</i></p> <p>In this webinar, Louise will describes her role, what the school has achieved, and provides some advice for other schools wanting to tread a similar path</p>