

## **N41 Writing a marketing strategy for prep schools – it's not set in stone!**

**Date: Thursday 25 February 2021**

**Venue: Online – delivered via Zoom**

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

This prep school tailored presentation looks at why writing a marketing strategy is crucial to your school's success, particularly in the current climate. With easy to follow steps, case studies and examples, this practical session helps you to develop your own strategy, but also considers why the strategy should not be set in stone.

**Audience:** Marketing professionals, Heads, Bursars, Senior Leaders

**Objectives:** To consolidate knowledge of current political and economic climates which affect your school's marketing needs. To understand why a marketing strategy is an essential part of the school's wider development plan. To develop understanding of what to include in a marketing strategy. To be able to create a working, actionable short-term marketing plan.

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

**Speaker:** Rachel Hadley-Leonard brings a wealth of experience in Schools' Marketing and Development gained over thirty years in the independent and maintained education sectors, and in industry working for such organisations as the John Lewis Partnership and ABa. She was a Board Director of Admissions, Marketing and Development in Independent Schools (AMDIS) for six years, two of which as Co-Chair. Rachel was most recently the Foundation Development Director at Princethorpe College and is currently a judge for both the TES Independent School Awards, and for InspirED Marketing. Rachel writes for educational media, and speaks regularly for ISBA, AGBIS, IDPE, CASE and AMCIS.

### **Programme**

**Thursday 25 February 2021**

**0930** Welcome and introduction

**0935** Session to include:

- Where to start when writing a new strategy
- Who should be involved – no man is an island?
- What should you include?
- Creating a 12-month focus plan from your strategy
- Keeping the document alive

**1100** Close

**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 or any other event organised under the auspices of the Association.

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