



MASTERCLASS SERIES

DESIGNING AND IMPLEMENTING FOCUSED MARKETING PLANS FOR SCHOOLS

25 June 2009

1:00pm for 1:30pm – 5:00pm

AIS Conference Centre
Level 12, 99 York Street, Sydney

Commercial parking only.
Close to Town Hall Station.

School Marketers/Community Relations Managers or Principals responsible for marketing the school's reputation.

\$350
Cancellation should be in writing by the closing date to enable refund. Your registration will be confirmed by fax after closing date

Closing Date: 18 June 2009

In a tightening economic environment where there is increasing competition for enrolments, one of the great challenges for independent schools is to align their marketing activities with the school's core reputation. This training program is aimed at school Marketing and Community Relations Manager and takes a hands-on approach to designing and implementing focussed and unique marketing plans.

This program will include practical sessions on message construction and writing for professional critique.

The topics covered will be:

Researching your stakeholders – parents, teachers, students

- What are the trends you need to give weighting to?
- How do you design the surveys?
- How do you interpret the information?

Translating research into messaging

- What does research tell you about priorities?
- How do you adopt the language of stakeholders?
- What is your point of difference?

Designing a marketing plan with layers

- Why do you need to layer your marketing?
- How that that work in practical terms?
- Integrating advertising, free media, direct communications

Writing successful communications

- Message construction
- Selecting illustrations
- Writing exercises

Media

- Building relationships
- Media releases and dissemination

Advertising

- What is a successful advertisement
- Messaging and placement

Issues Management

- What do you need from others
- Managing the environment
- Ensuring messages compliment the school's reputation

Tracey Cain is the Managing Director of Australian Public Affairs (APA) – for the past 15 years she has worked with non-government schools on their communications to build and protect their reputations.

Over the past decade, Tracey and her team have worked with around 300 individual non-government schools as well as for Associations such as the AIS in NSW as well as Queensland, Victoria and Western Australia. She has provided assistance to the Sydney Anglican Schools Corporation and its schools, as well as the Catholic Education Commission NSW, Christian Schools Australia and Steiner Schools Australia.



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Independent Schools
Leadership Centre

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Registration/Tax Invoice

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PLEASE PRINT

	Given Name	Family Name	Role	Price
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Please fax this form to Cecilia Waites on (02) 9290 2274 as soon as possible and then send the form, with a cheque, to: The Association of Independent Schools, Level 12, 99 York Street, Sydney 2000