



# The Knowledge Partnership

Marketing, Strategy and Communications for an Educated World

[www.theknowledgepartnership.com](http://www.theknowledgepartnership.com)

## A School Wide Strategy for Marketing

**Date:** Early September 2007

**Location:** Melbourne

**Venue:** To be advised

To register for a workshop brochure to be sent to you please contact Hollie Perren on [h.perren@theknowledgepartnership.com](mailto:h.perren@theknowledgepartnership.com)

### **Feedback from Recent workshops held in Melbourne and Adelaide, March 2007**

I was so impressed with your *Authentic Marketing Through Reputation Management in Schools* seminar last Thursday that I wanted to personally thank you for conducting such an excellent forum. The depth of your knowledge in the area of school and tertiary institution marketing is clearly prodigious and it was extremely worthwhile hearing your views on the state of the profession itself, its profile both here and internationally, and your suggestions as to how practitioners such as myself can optimize the success of our 'reputation building' strategies both to the wider community and within schools themselves. Having worked in the corporate world for many years, where the marketing role had – in my view – far more cachet and recognition than that currently held within education, it was absolute music to my ears to hear you endorse the role so strongly, legitimize the importance of our contribution to a school's success and viability, and identify the myriad of challenges which face the school marketer in this highly competitive, manic world. The anecdotes you told, the comparisons you made, the authoritative opinions you hold and your extensive knowledge of all things of a 'school reputation enhancing' nature, made for an outstanding session and I thank you most sincerely for the wisdom you shared with us so freely. It is very exciting – almost empowering – to talk to someone who identifies with the challenges I face, and legitimizes the steps I'm taking in my endeavours to fly The Knox School's flag to its best advantage.

***Kristen Simpson***, Director of Marketing and Communications, The Knox School

I thoroughly enjoyed the workshop last Thursday and found all of the sessions very stimulating and so relevant to my role in Admissions and Marketing at Loreto Mandeville Hall Toorak. Once again, thank you for a very interesting and thought provoking PD.

***Mrs Anita McKinnon***, Director of Admissions and Marketing, Loreto Mandeville Hall Toorak

**For further information:**

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