

Reputation Matters

So what does reputation management really mean? Reputation is determined as a result of accumulated activity (“runs on the board”) – what we do (action), not what we say (rhetoric). Reputation is a measure or metaphor for intrinsic quality in a school – real substance or authenticity.

Our 15 years of research with schools internationally have led us to conclude that nothing is more valuable to a school than a positive and clear reputation. It is perhaps a school's most critical asset.

The concept of reputation is well suited to but rarely a deliberate focus for schools, education literature or in professional development. Reputation is associated with people focused, intangible professional services such as education. Unlike other measurement concepts being considered by schools such as “branding” and “customer satisfaction”, parents, management, teachers, support staff and school management all readily relate to the concept of “reputation”.

But is reputation something that you actively manage – both to protect the reputation that you have and to build it in line with your school's objectives and values?

Are you clear about the values you are communicating through your school's behaviour and that of your students, parents, staff and alumni?

What measures do you have in place to attract the confidence of interest holders such as parents, students, media and the community?

How do you assess the reputation of your school to better understand, compare and communicate its purpose?

Does the current approach to marketing support and enhance the reputation of the school?



Seminar Presenter

STEPHEN HOLMES B. Ed, M.Ed. MBA, PhD

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“Stephen Holmes has credentials that place him at the vanguard of modern educational management. His scholarly expertise in processes of educational marketing is unique and his practical, entrepreneurial talent is similarly outstanding”.

Professor Frank Crowther, Executive Dean of Education, Pro Vice-Chancellor, University of Southern Queensland, Past President Australian Council for Educational Administration (ACEA). Listed among Australia's 100 most influential thinkers.

With an extensive background in teaching, school and university senior management, Stephen is a world leader in re-orientating education institutions toward a culture that is evidence based, responsive, and directed at building reputation with various interest holders. His client list includes private and government schools, colleges and universities in every Australian state, New Zealand, the UK and Canada. He has published, consulted and spoken around the world for schools, colleges and universities on matters relating to education marketing and reputation management at the highest levels for well over a decade.

Stephen is one of very few in the world with a PhD in the specific field of marketing schools. Stephen's academic partnerships have included being visiting specialist in education marketing at both The University of Queensland and the University of Southern Queensland in Australia including development and delivery of higher degree courses in education marketing for students worldwide. He also has written widely for CREM, The Centre for Research in Education Marketing, based at The University of Southampton in the UK.

He is a Director of the internationally renowned MaXimizE (Marketing Excellence in Education) benchmarking and evaluation project adopted by a range of school systems, colleges and universities in Australia, New Zealand, UK, and Canada. Stephen is also the founder of The Reputation Assessor evaluation and benchmarking research process for schools (refer www.theknowledgepartnership.com).

Authentic Marketing and Reputation Management in Schools

Positioning, segmentation, and reputation management for success in parent and student markets.

A one-day intensive program that features information sessions, interactive discussion and breakout work group evaluations. Major themes for the day are to discover and apply authentic (sustainable and based on proof) approaches to building the reputation of your school:

- 1. Market positioning - methods to gaining understanding and insight into parent and student motivations, preferences and expectations to build a more responsive, authentic marketing approach that appropriately orientates the whole school.**
- 2. Reputation management - enhancing understanding of this key concept for 21st century school management. Coverage will include how reputation applies and can be managed in schools, techniques and tools to evaluate and benchmark your school on key processes and indicators to build reputation.**

Melbourne – Thursday 8 March 2007, 9 am – 4.30 pm

Adelaide – Friday 9 March 2007, 9 am – 4.30 pm

The
Knowledge
Partnership

Marketing, strategy and communications for an educated world

Who Should Attend?

The event is designed for those with responsibility for:

- Governance (council/board) members
- Principals, senior managers
- Recruitment, admissions, marketing (domestic and international), communications, development and community relations personal
- Staff professional development coordinators

Registration

Early Bird Rate: \$242 including GST
Closes: 15 February 2007

Registration: \$286 including GST
For bookings after 15 February 2007

10% discount for two or more delegates from the one school.

Each workshop is limited to a maximum of 50.

Venue

Melbourne - Thursday 8 March 2007

Kimberley Gardens, 441 Inkerman St, East St Kilda

Adelaide - Friday 9 March 2007

Mercure Grosvenor Hotel, North Terrace, Adelaide

Enquiries

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Seminar Program

- 9 – 9.30** Registration and coffee
- 9.30** **Session 1:** Market positioning and segmentation
- 11.30** **Session 2:** Reputation and reputation management
- 1.00-1.45** Lunch and networking
- 1.45** **Session 3:** Self assessment - Market led processes for positioning
- 2.30** **Session 4:** Workshop breakout session - reputation management evaluation
- 3.15** Afternoon tea
- 3.45** **Session 5:** Question and answer forum
- 4.30** Close

Participants are asked to prepare one question prior to the event that you would like a response to or discussion around (Session 5). All other questions will be addressed via email

The Organisers

The Knowledge Partnership is a leading international research based consultancy for schools, colleges and universities on strategy, marketing, reputation management and communications. The Knowledge Partnership currently directly advises and supports over 100 independent and government schools in its markets of operation - Australia, New Zealand, the UK and Canada.

www.theknowledgepartnership.com

Response Form **Early Bird Registration closes 15 February**

Name:

Position:.....

Institution/School:.....

Postal Address:.....

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Email:.....

Phone:.....

Additional Attendees:

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Melbourne - Thursday 8 March 2007

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Payment Details

Please send me an invoice for participation in *Reputation Management Through Authentic Marketing in Schools*

Please charge my credit card
..... attendees @ \$ each

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To register fax this form to +61 7 3378 7880

Or Mail:

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