

Strategic Marketing

Educational marketing is a complex process, only just being recognised and formalised in schools and colleges as part of management and leadership thinking. Whilst heads and principals have always known the importance of marketing, many are only just setting aside resource and staff to actively manage it and the broader but closely related issue of reputation. Schools need to market and communicate a series of life-long service and relationships with multiple interest holders, sharing their intellectual community with society and helping shape the wider educational world. In this context, the role of the marketing and communications staff is increasingly both challenging and important. A critical task within the role is a strategy for marketing. Experience tells that many schools confront similar issues in seeking to develop a strategy for marketing.

Is your marketing plan and overall approach to marketing both strategic and evidence based?

Are there clear links and interaction between the school's strategic planning and the marketing planning process, or are the two disconnected with marketing detached and seen as a 'bolt on' function only?

Does the development of a marketing plan involve school wide consultation, hard evidence about what the school actually does, and incorporates the perspectives of various interest holders ranging from parents through to the local media?

Is marketing seen as a limited set of promotional activities or is marketing viewed as underpinning the overall approach to running the school?

Does the marketing approach reflect a sophisticated understanding of marketing and does the marketing plan include a full range of professional methods and techniques for marketing?



Seminar Presenter

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

Managing Partner, The Knowledge Partnership (Aust) Pty Ltd
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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).

School Wide Strategy for Marketing

A one-day intensive program that features information sessions, interactive discussion and breakout work group evaluations. The output will be that all participants will gain the awareness and insights to build and execute a first class marketing strategy/plan for their school.

Themes and value positions for the day are:

The most effective marketing in schools occurs when there is a planned, evidence based approach that is relevant and understood by all staff and impacts school wide.

Increasingly, the role of the senior marketers and communications staff is to develop, document, execute and evaluate a purposeful marketing plan to manage the reputation of a school.

Budgets for marketing are increasingly being scrutinised based on clear marketing goals being set and measurable outcomes being achieved.

That marketing and communication staff now require broad understanding, skills and insights to build a strategy for marketing that feeds into creating the strategic planning processes within schools.

Brisbane – Tuesday 21 August 2007, 9 am – 4.30 pm

Melbourne – Wednesday 22 August 2007, 9 am – 4.30 pm



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: 13 July 2007

Registration: \$286 including GST
For bookings after 13 July 2007

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

Each workshop is limited to a maximum of 50.

Venue

Brisbane – Tuesday 21 August 2007
Victoria Park, Herston

Melbourne – Wednesday 22 August 2007
St Kilda Road Park View Hotel, Melbourne

Enquiries

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Seminar Program

9 – 9.30 am	Registration and coffee
9.30 – 11 am	Session 1: A strategy for marketing is more than a marketing plan!
11 - 11.20 am	Morning Tea
11.20 - 1 pm	Session 2: Creating marketing objectives for a marketing strategy
1 -1.45 pm	Lunch
1.45–2.30 pm	Session 3: Market positioning, segmentation and targeting
1.45- 2.30 pm	Session 4: Implementing the marketing strategy - tactics for student and parent recruitment, retention, referral and reputation management
2.30 - 3.15 pm	Session 5: Evaluating and measuring effectiveness of a marketing strategy
3.15 - 3.35 pm	Afternoon tea
3.35 pm -4.30 pm	Session 6: Question and answer forum
4.30 pm	Close

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 13 July 2007**

Name:

Position:.....

Institution/School:.....

Postal Address:.....

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Email:.....

Phone:.....

Additional Attendees:

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Payment Details

Please send me an invoice for participation in the *School Wide Strategy for Marketing* workshop.

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

MasterCard Visa

Card Number:

Expiry date:/.....

Cardholder's name:

Cardholder's signature:.....

To register fax this form to +61 7 3378 7880

Or Mail:

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