



An invitation to your school, college, university to be part of
a critically important 2005 education conference

Standing out from the Crowd: Managing Reputation and Marketing

ROYAL PINES RESORT | GOLD COAST | QUEENSLAND | AUSTRALIA

SUN 31 JULY – TUE 2 AUGUST, 2005



www.theknowledgepartnership.com

International leaders in education
marketing, strategy and communication,

The Knowledge Partnership - founding
directors are renowned authorities

Dr Stephen Holmes (Australia), David Roberts
and Louise Simpson (UK) - invite you to

the 2005 conference '*Standing out from
the Crowd: Managing Reputation and*

Marketing'. This conference builds on the
outstanding feedback of the inaugural

education marketing conference in 2004

'Marketing education: Beyond the Brochure'

attended by delegates from schools,

universities, colleges and government

authorities in Australia, New Zealand,

Africa, the UK, Europe and Canada.

Why attend?

Who is responsible for managing reputation in your school, college or university? Managing reputation in the education sector is a core task of senior managers and marketers.

What will impact more upon the success and positioning of your institution in the future than reputation and marketing? Can the reputation and marketing of your institution be left to chance or just be the subject of an ad hoc 'image makeover'? Sustainable reputation is not manufactured merely through marketing a logo, tag line or fancy promotions and communications. Reputation is built through a marketing approach that has a range of institution wide strategies and techniques.

Outcomes

This conference will equip education managers and marketers with insights, tools and knowledge to lead in shaping and managing reputation and marketing. The conference will be an international forum to share and advance new knowledge on how to successfully and professionally approach reputation and marketing in education institutions.

Who should attend?

The conference has been specifically designed with specialist tracks for schools, colleges and universities. At this conference, you will have an enriching experience by engaging with delegates from across the education sector:

school principals, university senior managers, council and board members, enrolment managers, marketing and communications senior staff, alumni and development staff, bursars and business managers, senior academics and teachers.

Exchange ideas and experiences and stimulate debate with delegates from Australia, New Zealand, the UK and elsewhere who have responsibility for reputation and marketing in the education sector, along with outstanding national and international presenters!

Leading Speakers Include

The conference brings together an outstanding mix of national and international presenters. Each presenter will seek to stimulate thought and address the key issues facing the practitioner in managing reputation and marketing.

Professor David Warner

CEO, Swansea Institute of Higher Education, UK

Professor Warner has worked at the Universities of Warwick, East Anglia and Central England, and has taught in schools and a Further Education college. David's ten books include 'Higher Education Management'. He is also the joint editor of a proposed fifteen book series entitled 'Managing Universities and Colleges', of which thirteen have now been published. Professor Warner has organized and chaired almost two hundred conferences. He is currently undertaking a project for the British Council in Romania helping the development of HE. David has been the editor of the journal International Education, joint Director of the Universities UK annual Management Development Programme based at Oxford University, and is the Deputy Director of the Oxford Centre for Higher Education Policy Studies. David specialises in strategies for education institutions seeking to turn around their reputation.

David Gee

Headmaster Wesley College, Perth, Australia

At just 36 David is Headmaster on one of Australia premier schools. A dynamic and innovative leader, David was appointed as seventh Headmaster of Wesley College, Perth in 2003. David is building reputation and marketing through a focus on organisational culture related issues, teaching and learning programs, and a collaborative revision of the core values, mission and vision statements in the lead up to the development of a strategic plan. This is being developed at the same time as a campus master plan and a strategic, integrated marketing plan. Prior to this appointment, he was the Deputy Headmaster at Brisbane Grammar School.

Virginia Isaac

**Director of Marketing and Communications
Universities and Colleges Admissions Service (UCAS), UK**

Virginia's role as Director of Marketing and Communications at UCAS covers marketing, communications, publications and distribution as well as raising the profile of higher education to non-traditional audiences. UCAS is the central organisation that manages applications for full-time undergraduate courses at UK universities and colleges. With over 10 years management experience in education marketing, Virginia will share her unique insights on the latest marketing strategies among UK universities, colleges and secondary schools and key strategies used in the UK to widen student participation in higher education. She is on the executive of HEERA (UK Higher Education External Relations Authority) and a Council Member of Cheltenham College one of the largest boarding schools in the UK.

Professor Frank Crowther

**Dean of Education, Pro Vice Chancellor, University of
Southern Queensland, Australia (Conference Chair)**

Professor Crowther has national and international eminence in particular for his research and practical work in the field of Leadership in Schools. He co-authored with Brian Caldwell the pioneering book 'The Entrepreneurial School' (1991) which focused on marketing and reputation. He is recognized nationally and internationally for his Innovative Designs for Enhanced Achievement in Schools (IDEAS), a school revitalisation program that has captured world-wide attention. Professor Crowther was selected as one of the 'Smartest 100 Australians' by 'The Bulletin' magazine (2004).



Is a specialist marketing and communications consultancy providing strategic and focused support and intelligence for educational, academic and knowledge-based organisations.

The three executive directors of The Knowledge Partnership each bring a different set of international education experiences and expertise to meet your challenge. Dr Stephen Holmes specific expertise is in internal marketing, people and aligning internal culture with the needs of the market, David Roberts in evidence-based strategy and reputation management and Louise Simpson specialises in communications.

Operating in the international environment, our current client list includes numerous education institutions in Australia, New Zealand, and the UK.

For further information on The Knowledge Partnership visit
www.theknowledgepartnership.com
or contact Dr Stephen Holmes on +61 7 5530 1164
stephen.holmes@theknowledgepartnership.com



Conference Program

Reputation and marketing in education are complex, specialist fields. This conference, through the international network of The Knowledge Partnership brings together a first-class collection of keynote and elective presenters from Australia, New Zealand and the UK from right across the education (school, further education, higher education) sector. This will enhance the conference experience and insights for all participants.

In addition to the keynotes, three (3) tracks will drive the conference program to allow delegates to specialise in areas of interest:

1. Student Journey

- International perspectives: Understanding and enhancing the student experience
- Journey of the international student
- Effective communication and promotion of the student journey
- Keeping the student journey alive: alumni relations
- Student expectations in a competitive, fee environment

2. Organising for marketing and reputation through analysis and planning

- Applying educational research tools focusing on reputation and integrated marketing
- Emerging research: evaluating and improving marketing and reputation in education

3. Institutional strategy and planning

- Educational leadership, reputation and marketing
- Best practices in institutional planning
- Inclusive approaches to strategy
- The Marketing Director and reputation and marketing management

Watch our website for details of elective speakers from Australia, New Zealand and the UK
www.theknowledgepartnership.com



DAY 1: SUNDAY 31 JULY

1.00 – 4.00 pm	Registration and Conference Orientation Conference Exhibitors and Sponsors
4.00 pm	Conference Opening
4.15 – 5.15 pm	Keynote Address 1
5.30 – 7.30 pm	Cocktail Reception

DAY 2: MONDAY 1 AUGUST

8.00 – 9.00 am	Registration and arrival tea and coffee
9.00 – 10.15 am	Keynote Address 2
10.15 – 10.45 am	Morning Tea
11.00 – 12.00 pm	Elective Session 1
12.00 – 1.00 pm	Lunch
1.00 – 2.00 pm	Elective Session 2
2.15 – 3.30 pm	Keynote Address 3
3.30 – 4.00 pm	Afternoon Tea
4.00 – 5.00 pm	Elective Session 3
7.30 pm	Conference Dinner

DAY 3: TUESDAY 2 AUGUST

8.00 – 9.00 am	Registration and arrival tea and coffee
9.00 – 10.15 am	Keynote Address 4
10.15 – 10.45 am	Morning Tea
11.00 – 12.00 pm	Elective Session 5
12.15 – 1.15 pm	Elective Session 6
1.15 – 2.15 pm	Lunch
2.15 – 3.30 pm	Forum – Conference Summary and Close

Venue

One of the largest resorts in Queensland, Royal Pines Resort offers an unparalleled choice of accommodation, golfing, convention, dining and leisure facilities. With a choice of 330 luxury rooms, 4 restaurants, an 18 hole championship golf course, 7 tennis courts, a fully equipped Health Club, boutique Resort Day Spa, café and retail shops. The resort has been recognised with many industry and peoples choice awards including, Winner 2004 Gold Coast Bulletin, Best of the Gold Coast – Best International Hotel, Winner Queensland Hotels Association – Best Prestige Restaurant in QLD 2004, and Winner 2004 Restaurant and Catering Queensland – Best Hotel Restaurant.

Accommodation Reservations

A special conference accommodation rate has been negotiated for delegates. Conference delegates wishing to stay at the Royal Pines Resort should contact the resort directly to book accommodation.

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