

Dear

May 7th 2007

I am pleased to invite you to an afternoon seminar in Edinburgh on June 13th (1pm-5pm)

Understanding Student Markets – The Latest Independent Evidence

Those working in marketing and communications are always seeking out the best and latest evidence on which to base their strategies. Colleagues in higher education naturally want plans to be based on sound analysis and you need good data to make your case and win their support.

The Knowledge Partnership is relatively new. We launched just over two years ago and work in education and related sectors in Australia, New Zealand, Canada, the UK and Europe. Our work is centred on an evidence-based approach to strategy and organisational development.

In the last six months we have been engaged on a number of very interesting R+D projects and we thought it would be valuable to hold a seminar in Scotland to disseminate some of the evidence and to discuss the implications.

The programme is attached and the University of Edinburgh has agreed to be the host. We are only looking to recover our costs so the delegate fee is just £25. We will supply a CD with all the presentations to all delegate and you can reuse these internally.

I have selected three topic areas that I think represent short-term, medium-term and longer term (continuous) issues or opportunities. First, a session on evidence emerging from *Higher Expectations a study of 14,000 undergraduates* delivered by OpinionPanel Research and ourselves. All universities need to recruit undergrads this year and next year so this is a core market and this evidence is important to your immediate strategies.

Second, **the EU is an emerging market** for students at all levels and with the impact of “Bologna”, a potential threat. Should you have a marketing strategy for the EU? Our presentation will give you some insights based on published data and a study of 300+ EU students.

Third, and perhaps more long term in nature, is the issue of **reputation**. This is a university’s most intangible but critical asset. This session will draw on three recent studies that we have worked on – examining the market impact league tables and both parental and student attitudes to and definitions of the reputation concept.

Yes of course this is a marketing event and in time we hope to work with your institution, but no, there will be no sales pitch. Our services are sought because we can demonstrate a professional understanding of the markets in which HEI operate. In this regard we attempt to build and validate our reputation in the same ways that we would advise our clients.

To book a place do one of two things – either complete the form attached and send it to our Leeds office at the address below or Naomi.davies@theknowledgepartnership.com using subject header “**Edinburgh Seminar Booking**” and provide the information requested overleaf. You must book at least a week ahead of the event but places are transferable.

I look forward to seeing you and/or a colleague later in June.

Regards
Dave Roberts
Managing Partner

Marketing, Strategy and Communications for an Educated World

Understanding Student Markets Seminar Edinburgh University June 13th

The seminar starts at 1pm with buffet lunch and concludes at 5pm.
The seminar will be delivered by Dave Roberts (Managing Partner, The Knowledge Partnership)

2.00-3.00 Higher Expectations – the new undergraduate market

Top level findings from the study of 14,000 new undergraduates – motivations for study, choice factors and key drivers

3.00-4.00 EU Market

Is the European market a major opportunity, a threat or a diversion? How are EU students different in terms of their perceptions of value and their decision-making priorities?

Comfort Break

4.10-5.00 Reputation – what is it and why you need to manage it

As the cost of higher education rises so markets become more reputation conscious – it is a virtual law of education markets. So what is reputation? Do league tables matter? How are parents interpreting reputation?

David Roberts has over 20 years senior consulting experience and is a member of the Chartered Institute of Public Relations (20 years), the Marketing Society and the Academy of Marketing



He has authored 17 major pieces of original published research focusing on market dynamics, marketing organisation and specialist techniques. He also devised and launched the **UK Education Marketing Awards** – now in their 17th season and in 1990 founded **Education Marketing** (then Promoting Education) – the professional magazine for education marketing and related issues.

More recently he was director of the **MaXimizE** project funded by HEFCE, the agency that funds higher education in England. The outcome was a strategic model for student marketing and an associated evaluation and benchmarking system now used across the world.



Marketing, Strategy and Communications for an Educated World

**Understanding Student Markets Seminar
Edinburgh University June 13th**

We have booked the Playfair Library, Old College, The University of Edinburgh, South Bridge. For a map and direction please visit www.edin.ac.uk

Please return this form as confirmation of booking to Naomi Davies, The Knowledge Partnership, 32a Bridge Street Cambridge CB2 1UJ to arrive at least one week before the event date to ensure a place is reserved. Or email to Naomi.davies@theknowledgepartnership.com using subject header "Edinburgh Seminar Booking"

I would like to reserve _____ place/s for the seminar Understanding Student Markets at £25 plus VAT each.

Please provide the full name, job title and email address for each delegate

1

2

Please inform us of any dietary requirements

Please indicate where the invoice should be sent and any order number we need to quote