

*School Marketing, Customer Relations, Strategic Enrolment Management*

Workshop, discussion and presentation.

Presenter: Steve Blight

Theme: Securing your school's future through integrated and strategic marketing and customer relations.

During this session we'll start at the very beginning and explore what gives our School its personality and what the important elements of its character. Using proven theory and templates we will construct a picture of our School, which will give us clues to determine our direction into the future.

This session will discuss a holistic approach to School marketing that will bring together all elements of relationships, enrolments and promotions.

Participants will be asked to 'be involved' right from the beginning of the session and we will spend some time at the end using the collective knowledge in the room.

What is your message? Who communicates it? How can you control and utilize your message to gain market share?

Manage your enrolments into the future not the present by building a consistent and effective marketing message.

The most powerful and effective marketing that your school can do will cost you nothing! Find out more at ACLE

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