

2-Day Practical Workshop on

Integrated Marketing & Communications for Higher Education Providers

Building a World-Class Institution through Effective Engagement & Reputation Management Strategies

27 - 28 February 2012, M Hotel, Singapore | 1 - 2 March 2012, The Excelsior Hotel, Hong Kong

Save \$400/\$200
If you pay by 16 Dec 2011 / 18 Jan 2012
Additional 10% Discount for Groups of 3 or more!



Led by:
Dr Stephen Holmes,
Managing Partner,
The Knowledge Partnership

- The only full-time practicing consultant and specialist in education marketing with a PhD in Education Marketing
- Over 15 years of experience in publishing, consulting & speaking around the world on Education Marketing & Reputation Management
- Author of 2 books & over 50 pieces of market research on Marketing for the Education sector

Unique Features include:

- Unique self-assessment tool for reviewing your education marketing portfolio & **evaluating ROI** on marketing
- Secrets of **social & mobile marketing** success in higher education
- **Group learning & hands-on activities** to convey evidence-based sector best practices
- **Marketing from an institution-wide perspective – building a culture for market success**

SPECIAL GUEST SESSION

Delve into the latest **social & mobile media best practices** within the higher education sector

Workshop Highlights:

The New Education Landscape	Understanding current global climate of change & the battle for market share & reputation 'clear air'
Positioning, Segmenting & Targeting	Building student market orientation with proven methodologies in the education sector to optimise differentiation & market success
Social Media	Discussion of mobile & social media marketing success & best practices in higher education
Integrating Marketing	Meeting the challenge of staff resistance to marketing & building a culture of alignment with students & other markets
Reputation Management	Understanding key drivers to build reputation & techniques to build word-of-mouth & third-party referral
Strategy Planning & Market Intelligence	Carrying out a SWOT analysis to create critical links between market intelligence & strategic planning
Portfolio Management	Applying various portfolio tools to enhance student market orientation
Programme Development	Building enhanced market focus in critical variables such as student choice, retention & referral
Benchmarking & Evaluation	Insights into international education sector best practice in marketing, communications & student journey management
Case Study & Self-Assessment	Evaluate current marketing related practices utilising unique MaXimizE benchmarking & evaluating schema

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Virtually all students are brand shoppers these days. What does your education marketing strategy say about your institution?

With a myriad of both local and overseas educational institutions offering attractive student packages, prospective students & parents are becoming increasingly cognisant of multiple options in higher education. Institutions which do not constantly re-think and re-establish their brand identity then risk being rendered obsolete and irrelevant. Marketing an institution today is no longer about selling a product – it is about understanding who you are and amplifying this to attract a student body that extols this message. Every marketing effort comes with a promise, and institutions need to learn the art of authentically delivering a holistic brand experience that reflects the core values of the institution.

Are you in line with global trends & practices in marketing & communications for higher education?

Can you provide leadership in your institution's recruitment & enrolment efforts?

How can you leverage upon your institution's core values and competencies in your marketing & branding strategy?

This interactive two-day workshop will present participants with an opportunity to gain practical skills for the marketing of your institution, both in specific tactics and strategy within the marketing department, but also beyond the marketing department in areas such as programme management and student-directed services. Encompassing practical models and case examples, expect facilitated group learning sessions and interactive activities as you pick up tools to enhance the efficacy of marketing, communications and reputation management specific to higher education!

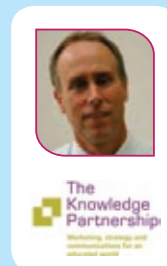
**Don't miss this opportunity to hear directly from & engage in dialogue with other educators.
Join us today to bring your educational marketing strategy to the next level!**

About Your Workshop Leader

Dr Stephen Holmes (B Ed, MBA, M Ed Admin, PhD) is one of the three founding partners of The Knowledge Partnership, a specialist strategy, market analysis, marketing communications & reputation management research-based consultancy operating across the UK, Europe, Australia, Asia Mid East and New Zealand.

He is the only full-time practicing consultant in the world with a PhD in the specific field of Education Marketing and a globally recognized pioneer in the field of how to market education. With an extensive background in teaching, education consulting and research, his client list includes universities and schools across Australia, New Zealand, the UK, the US, Africa, Canada, Middle East & Asia. His academic partnerships include being visiting specialist in education marketing at The University of Queensland in Australia, including the development and delivery of higher degree courses in education marketing for students worldwide.

Having delivered more than 100 workshops & professional development programmes to education staff worldwide and with 2 books and more than 50 pieces of original marketing research under his belt, Stephen is also the Director of the MaXimizE (Market Excellence in Education) benchmarking and evaluation project adopted by almost 100 universities and colleges internationally and has also written widely for the Centre for Research in Education Marketing (CREM) based at The University of Southampton in the UK.



Benefits of Attending

- Gain **unique insights** from market analysis & interpreting data from the education sector
- **Increase** awareness of current global trends & best practices in educational marketing approaches
- **Uncover** practical models & comprehensive coverage of the 5 'R's' of Education Marketing: Recruitment, Retention, Referral, Relationships & Reputation
- **Analyse** your education marketing strategy with a relative SWOT analysis
- **Learn** tools to conduct a detailed student journey analysis from recruitment to post-graduation
- **Maximise** social & mobile media marketing platforms in higher education marketing
- **Conduct** a detailed portfolio review on your existing and future programmes
- Make **evidence-based decisions** on the implementation of concepts, strategies & tools for the higher education sector
- **Provide** leadership on your institution's market orientation and reputation management
- **Conquer** the challenge of staff resistance to marketing
- **Benchmark** your institution's marketing culture through a unique MaXimizE evaluation schema

Who Should Attend

**VPs, Directors, Heads,
Programme Leaders & Deans,
Senior Managers, Professionals
in Education Administration,
Education Marketers, Marketing
Communications, International
Offices, Marketing Services,
Alumni Relations, Student
Relations, Admissions, Public
Affairs, Customer Relations,
Recruitment Marketing &
Enrolment Development**

WORKSHOP AGENDA

Singapore : 27 – 28 February 2012

Hong Kong : 1 – 2 March 2012

Registration: 8.15am | Workshop: 9.00am – 5.00pm

Morning, afternoon refreshments & lunch will be served at appropriate intervals.

Session 1: The New Education Landscape

- The current global landscape of education marketing and the response of higher education institutions in Asia Pacific
- How should higher education institutions react in times of economic downturn & crisis?
- Where does your higher education institution stand in the region? Who is your competition and what should you do about it?

Case Studies/Activity: Where is your institution at in the evolution of marketing and reputation practices?

Session 2: Market Analysis

- Delving deeper into the 5 'R's' of Education Marketing: Recruitment, Retention, Referral, Relationships, Reputation
- Analysis of global current trends & practices in marketing approaches by universities around the world
- Insights from The Knowledge Partnership research on student markets & marketing in higher education over the past 15 years

Case Studies: Reflections on sector best practice in the 5 'R's' of education marketing

Session 3: Positioning, Segmenting, Targeting

- Applying these principles to the education sector illustrated by proven methodologies
- What makes them tick – tools & strategies to appeal to your target audience
- Integrating your findings to build student market orientation

Activity: How to segment an education market for effective brand building

Session 4: Reputation Management

- Defining & evaluating your reputation
- Key drivers of reputation in universities
- Is it possible to undo your reputation? What to do when disaster strikes
- Strategies to build word-of-mouth & third-party referral
- Improving the overall efficacy of your marketing strategy through reputation management

Case Studies/Activity: How to analyse and build your institution's reputation based on key drivers

Session 5: Strategy Planning (Intent) & Market Planning

- Developing a process to create the critical link between market intelligence & informed planning
- Conducting a relative SWOT analysis to develop overall marketing strategy
- Examining & evaluating your resources to maximise your marketing plan

Activity: Undertake a 'Relative SWOT' to develop your marketing strategy

Session 6: Internal & External Communications

- Meeting the challenge of staff resistance to marketing
- Building a culture of alignment to marketing goals – both internally & externally
- Communicating your marketing message to potential students, current students & alumni
- Forming strategic partnerships with other stakeholders – who, when, where?

Case Studies/Activity: Review your internal communications based on a robust education model

Session 7: Portfolio Management

- Building market focus in student choice, retention and referral
- Evaluating existing programmes and spanning new courses
- Analysis of various portfolio tools to enhance student market orientation

Activity: Positioning a program for market success

Session 8: Social & Mobile Media in Higher Education*

- Understand the role of social & mobile media in higher education marketing
- Insight & discussion on social & mobile media best practices within the higher education sector
- Education marketer's dos and don'ts on social media platforms
- Doing more with less: a step-by-step guide to boost social media competency throughout your institution
- Creating a strategic blueprint & customised check-list for social media success

*Guest sharing from an education marketer with expertise in social & mobile media

Session 9: Benchmarking & Self-Assessment

- Examples of best practice internally in marketing, communications & student journey management
- Discussion of current & future trends that will affect higher education globally
- Evaluating current market-related practices using The Knowledge Partnership's MaXimizE (Marketing Excellence in Education) benchmarking & evaluation schema

Activity: Self Assessment – Marketing Excellence in Education benchmarking and evaluation

Integrated Marketing & Communications for Higher Education Providers

5 Ways to Register or Enquire

- 1 Tel : (65) 6592 7355
- 2 Fax : (65) 6338 6702
- 3 Email : joyce@conferences.com.sg
- 4 Web : www.conferences.com.sg
- 5 Post : Pacific Conferences Pte Ltd, 111 North Bridge Road, #15-04, Peninsula Plaza, Singapore 179098

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Contact **Ms Joyce Yip** via:

Please register the following delegate(s) for the event

2-Day Workshop: 27 - 28 February 2012, M Hotel, Singapore 1 - 2 March 2012, The Excelsior Hotel, Hong Kong

I would like to claim a 10% discount as a member of ACU HKDMA SAA SMI International

I am unable to attend but please put me in your mailing list.

I am interested in sponsorship opportunities.

	Delegate 1	Delegate 2	Delegate 3
Name (Dr / Mr / Mrs / Ms)			
Job Title & Department			
Mobile			
Email Address			

Approving Manager

Name : _____ Job Title & Department : _____ Email : _____ DID : _____

Registration Contact

Name : _____ Job Title & Department : _____ Email : _____ DID : _____

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Workshop Fee	Super Early Bird (Payment Before 16 Dec 11')	Early Bird (Payment Before 18 Jan 12')	Regular (Payment After 18 Jan 12')
2-Day Workshop	\$S\$1,595	\$S\$1,795	\$S\$1,995

Important Note

1. For Singapore location, Singapore registered companies need to pay fee with additional 7% GST.
2. Only corporate registrations will be accepted.
3. **Group Discount:** Groups of 3 or more booking at the same time from the same company and of the same billing source will receive a 10% discount off the total delegate fees.
4. **Super Early Bird & Early Bird Promotion: Fees will only be valid if payment is received by the stipulated dates, after which Regular Fees will apply.**
5. **Full payment is mandatory upon registration for admission to the event.**
6. Walk-in delegates will only be admitted on the basis of space availability at the event and with immediate full payment.
7. Fee includes lunch, refreshments and documentation.
8. The organiser reserves the right to make any amendments that it deems to be in the interests of the event without any notice.

Cancellations & Replacements

A replacement is welcome if you are unable to attend. A full refund less 10% administrative charge will be made for cancellation received in writing by **27 Jan 2012**. A 50% refund and a set of workshop documentation will be given for cancellation received by **10 Feb 2012**. Regrettably, no refund can be made for cancellation received after **10 Feb 2012** or for "no show" participant. You will however receive a set of documentation.

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Please send me the brochures for the following conferences and workshops as ticked below. (Please fill in contact details above and return via fax).

January 2012

- Best Practices in Internal Audit, *S'pore & Hong Kong*

February 2012

- Integrated Social Media Marketing, *S'pore & Hong Kong*
- Best Practices for Corporate Counsel Conference, *S'pore & Hong Kong*
- Pharma Product & Brand Marketing in Asia 2012, *S'pore*
- Mobile Marketing in Indonesia, *Jakarta*

March 2012

- Marketing Measurement in Vietnam Seminar, *Ho Chi Minh City*
- Social Media & PR 2012 Conference, *S'pore & Hong Kong*
- Digital Branding Conference, *S'pore & Hong Kong*

Payment Methods

All payments to be made payable to **Pacific Conferences Pte Ltd** in **S\$** and are nett of bank charges. **Bank charges are to be borne by registrants.**

Please tick and fill in the following:

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Workshop Venue & Hotel Reservation

M Hotel, Singapore

81 Anson Road,
Singapore 079908
Tel : (65) 6500 6161
Fax : (65) 6224 3173
Email: Rayston.Zhou@m-hotel.com
Attn : Mr Rayston Zhou - Catering Sales Manager

The Excelsior Hotel, Hong Kong

281 Gloucester Road
Causeway Bay, Hong Kong
Tel : (852) 2837 6974
Fax : (852) 2240 0874
Email: yyeung@mohg.com
Attn : Ms Yoko Yeung - Banquet Co-ordinator

Hotel room reservation and hotel billing are to be made by delegates directly with the Hotel. To enjoy applicable corporate room rates, please quote **"Pacific Conferences Corporate Rate."** Hotel reservation and travel arrangements are the responsibility of the registrant.