

#AMCIS2022 ANNUAL CONFERENCE PROGRAMME



Admissions, Marketing and Communications
in Independent Schools

Monday 9 May 2022					
Time	Mallard Suite	Heron Breakout Room	Swallow Breakout Room	Swift Breakout Room	Whimbrel Exhibition Hall
09.30 – 10.00	Registration				Registration & coffee with sponsors and exhibitors
10.00 – 10.10	Welcome: Oli Adams, AMCIS Chair	Full conference session in Mallard Suite			
10.10 – 11.00	KEYNOTE Bianca Miller-Cole serial entrepreneur, speaker, Sunday Times bestselling author & past finalist on The Apprentice <i>The set back & the come back</i>	Full conference session in Mallard Suite			
11.05 – 11.45	Streamlining Admissions to maximise recruitment Rachel Wright, Director, Rachel Wright Consulting	From print to on-line and interactive prospectuses – one school's journey Claire Ziwa Director of Communications, The Perse School	Marketing and commercial revenue income generation - integrating this new opportunity into your external relations strategy. Dorothy McLaren, Founder of the Schools Enterprise Association	Always 'on' marketing; the death of Open days? Chris Knight, Founder & CEO, Innermedia	

Time	Mallard Suite	Heron Breakout Room	Swallow Breakout Room	Swift Breakout Room	Whimbrel Exhibition Hall
11.45 – 12.15	Coffee Break				Coffee with sponsors and exhibitors
12.15 – 12.55	Leveraging your organisation on social media Charlotte Williams, Founder, SevenSix Agency	Hints and tips on making your own school films Charlie Gauvain, Director, Eye Films	The language of inclusion Claire Harvey, Co-founder of The Schools Alliance, Paralympian, & leadership & inclusion consultant Helen Semple, Co-founder of the Schools Inclusion Alliance and Deputy Head, Academic, Benenden School	Immigration & Visa updates Ian Westwood, Founder, The Westwood Organisation	
12.55 – 13.45	Lunch				Lunch with sponsors and exhibitors
13.45 – 14.25	How to get in the news whilst keeping out of trouble Sue Bishop Strategic & Crisis Communications Adviser & Specialist Schools & Charities Partner, Alder PR Rob Reynolds, Director of External Relations, Bedales School	Moving forward – self-development through networking & mentoring Rachel Hadley-Leonard, Director, RHL Consulting	Six ways to transform your marketing & admissions funnel Steve Spriggs, Managing Director, Kampus24	7 steps to creating and launching your own school podcast (and why it's so important in 2022) Simon Jones, Director, The Bonjour Agency	

Time	Mallard Suite	Heron Breakout Room	Swallow Breakout Room	Swift Breakout Room	Whimbrel Exhibition Hall
14.30 – 15.20	<p>KEYNOTE Nick Saunders, specialist in communication, collaboration & conflict resolution to enable people to work together more effectively, - bestselling author and international keynote speaker.</p> <p><i>You can choose your friends</i></p>	<p>Full conference session in Mallard Suite</p>			
15.20 – 15.50	<p>Tea Break</p>				<p>Tea with sponsors and exhibitors</p>
15.50 – 16.30	<p>The power of storytelling Gemma Gray, Director, Gray Consulting</p>	<p>A whistle-stop tour around the post-covid international recruitment markets Kathy Campbell, Company Director, Pair Education</p>	<p>Case Study: Utilising graphic design to enhance your brand's voice Lore Walsh, Creative & Brand Manager, Rossall School</p>	<p>Superheroes, SuperPowers & Stress. Looking after your wellbeing at work. Valentina Hynes, CEO of SVH Inc. CIC, Mental Health First Aid Instructor</p>	

18.30 – 19.15	Whimbrel Exhibition Hall: Pre-dinner drinks
19.15 – 21.00	Mallard Suite: Annual Conference Dinner
21.00 - close	Mallard Suite: IMPACT Awards Ceremony Host: Danny Crates, Paralympic gold medallist, TV Presenter & International motivational speaker

Tuesday 10 May 2022

Time	Mallard Suite	Heron Breakout Room	Swallow Breakout Room	Swift Breakout Room	Whimbrel Exhibition Hall
09.15– 10.00	<p>KEYNOTE Michael Bond, Headmaster, Brentwood School</p> <p><i>Culture eats strategy for breakfast</i></p>	<p>Full conference session in Mallard Suite</p>			
10.05 – 10.45	<p>Admissions: Back to the future! A look at how to create the foundation of a first class admissions process & what to keep in a post Covid world? Kirsty Hassan, AMCIS Immediate Past Chair & Jenny Dinning, Head of External Relations</p>	<p>Reaching into our communities Rachel Hicks Head of Marketing & Communications, UK Community Foundations</p>	<p>Why haven't we always been doing it like this? A case study in internal school communications. Ian Read, Director of Marketing & Communications, Benenden School</p>	<p>Optimising your digital strategy to drive enrolment and retention Tracey Gray, Digital Services Project Manager, Finals site</p>	
10.45 – 11.15	<p>Coffee Break</p>				<p>Coffee with sponsors and exhibitors</p>

Time	Mallard Suite	Heron Breakout Room	Swallow Breakout Room	Swift Breakout Room	Whimbrel Exhibition Hall
11.15 – 11.50	<p>Jonathan Parkes, Head of Research, ISC</p> <p><i>Understanding the market in which you operate</i></p>	<p>Full conference session in Mallard Suite</p>			
11.55 – 12.45	<p>KEYNOTE Lord Black, Deputy Chair, Telegraph Media Group and former Director of Communications, Conservative Central Office</p> <p><i>The changing world of communications</i></p>	<p>Full conference session in Mallard Suite</p>			
12.45	<p>End of Conference</p>				