



AMCIS

Admissions, Marketing and Communications
in Independent Schools



MARKETING CPD WORKSHOPS

Valuable CPD • Interactive • Practical Advice • Experienced Tutors

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It is widely recognised that the role of marketing in the independent schools sector is far reaching and the skills and expertise required will often depend on the make-up of the Marketing Department. As a result, Part Two of the Diploma in Schools' Marketing is structured to allow candidates to focus on the specific areas which are of key interest to them and their school.

WHAT TO EXPECT

- The individual workshops are each one day long and facilitate group discussion and the sharing of best practice
- The course directors have been chosen for their extensive knowledge and expertise
- Each workshop has an optional assignment attached to it

THE VENUE

Online via the Zoom Meetings platform

THE ASSIGNMENT

An optional assignment is attached to each workshop. However, you are nevertheless encouraged to complete the assignment for use as a working document that can be of on-going help and assistance to your school. You are given six weeks to submit each assignment. Previous successful learners have indicated that an assignment takes approximately eight hours to complete. All aspects of the assignment are discussed during the workshop. Course directors mark your assignment and provide useful feedback.

All assignments must be submitted by the deadline in order that they are guaranteed to be marked and graded.

YOUR TIMETABLE

- Implementing a Marketing Brand – Wednesday 11 January 2023
- Digital Marketing – Thursday 12 January 2023
- Impactful Copywriting - Wednesday 15 March 2023
- Personal Effectiveness – Thursday 16 March 2023
- Marketing Strategy Research – Wednesday 7 June 2023
- Stakeholder Communications– Thursday 8 June 2023

THE COST

AMCIS Members - £170 per workshop

Non AMCIS Members - £270 per workshop

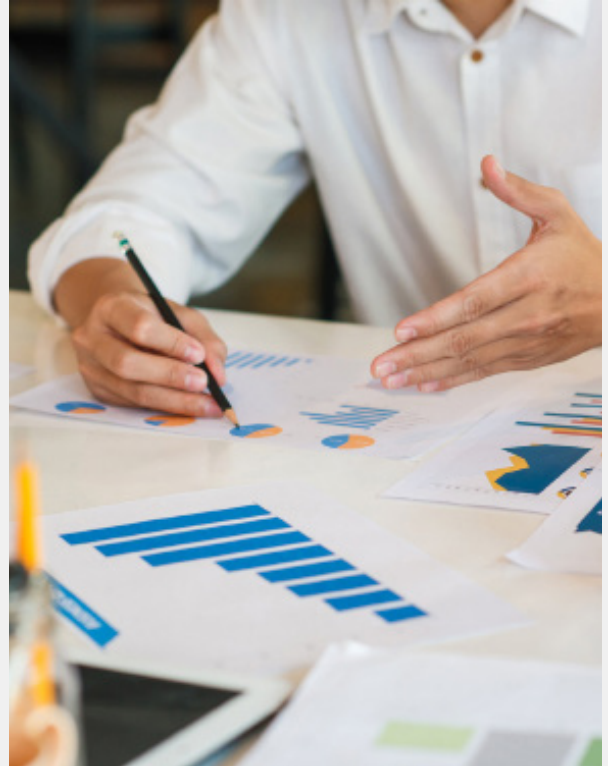
WORKSHOP CONTENT

IMPLEMENTING A MARKETING BRAND

- How to assess your school brand identity – practical tips and procedures to assess your own school brand identity
- Define a brand identity in 10/20 words – an exercise to define the definitions of school brand identity, brand personality and brand image
- Creating your distinctive school brand
 - Reviewing your communications
 - Competitor research
 - Understanding your verbal identity
 - Working with agencies
- Choosing a partner
 - Organising a design pitch
 - Assessing agencies – the good and the bad!
- Planning implementation
 - Conducting a photography and signage audit
 - Developing an implementation programme, timescales and process
 - Phased implementation
- Brand guidelines
 - Writing a brief
 - Managing implementation

DURATION: One day workshop

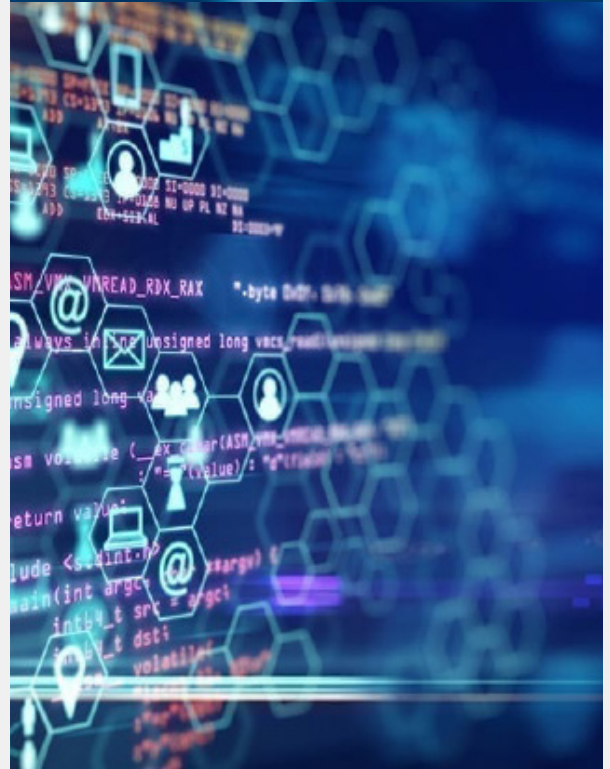
COURSE DIRECTOR: Shaun Mears, Director, Quantock



WORKSHOP CONTENT

DIGITAL MARKETING

- Digital platforms explored
 - o Update on the key social media sites
 - o Positives and negatives of the platforms
- Digital advertising
 - o Understanding paid advertising; reviewing and refining tips
 - o SEO, Google Analytics and social media insights explained
- Content marketing strategy
 - o What is a content strategy and why is it important?
 - o How to create, deliver and manage content
 - o Measuring results
- Digital marketing strategy
 - o Update on the digital landscape
 - o How to create a digital marketing plan
 - o Understanding how digital marketing strategy fits in the bigger picture



DURATION: One day workshop

COURSE DIRECTOR: Emma Fell, Director, Attenger Digital

WORKSHOP CONTENT

IMPACTFUL COPYWRITING

- All delegates attending this course are asked to bring a tablet or laptop and the following pieces of copy / writing to the course:

- A piece of writing of which they are proud
- A piece of writing they would like to improve
- A piece of writing they have in mind that they will require for the future

- Preparing to write

- Introductions
- Verbal identity
- Key messages
- Establishing the fundamentals

- Effective writing techniques

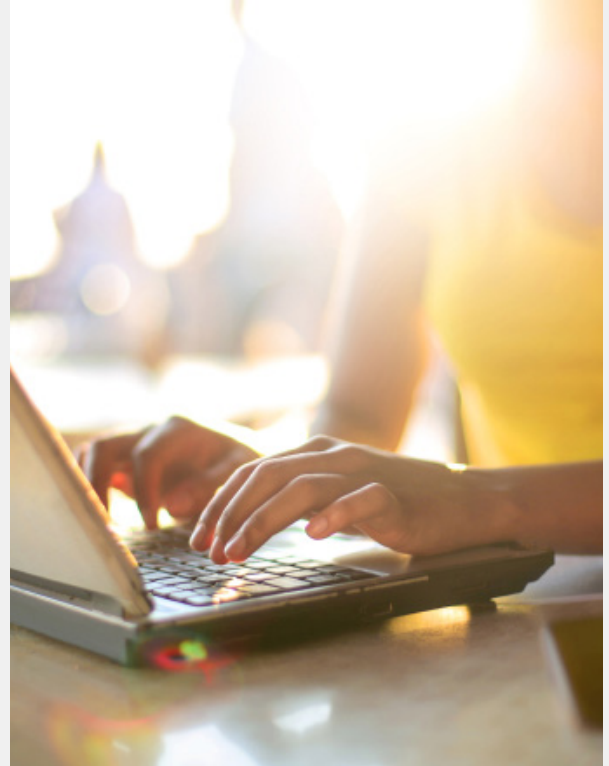
- Difference between effective and persuasive
- Key skills and tips

- Editing

- The art of editing
- Common mistakes to avoid
- Practical tips and checklists

DURATION: One day workshop

COURSE DIRECTOR: Sian Jones, Director, Sian Jones Consulting



WORKSHOP CONTENT

PERSONAL EFFECTIVENESS

■ Influential report writing

- o Writing concise and relevant reports
- o Constructing a coherent argument
- o Influencing and positively shaping stakeholder thinking

■ Maximising your presentation skills

- o Improving your overall performance – tips and strategies
- o Effective preparation for presentations

■ Effective time management

- o Practical tips to maximise your effectiveness during working hours

■ Stress management

- o Recognising stress – in yourself and others
- o Techniques to manage and reduce stress levels

■ Handling difficult situations

- o How to challenge effectively
- o Honing negotiation skills
- o Building a rapport – tips and strategies

DURATION: One day workshop

COURSE DIRECTOR: Sian Jones, Director, Sian Jones Consulting



WORKSHOP CONTENT

MARKETING STRATEGY RESEARCH

- Market research – an introduction
 - Understanding market research
 - The role of market research
 - Desk research – how to get started
- Research beyond your desk
 - The role of specialist research
 - Expert interviews
 - Postcode and demographic analysis
- Researching key stakeholders
 - Who to research
 - What to find out and when?
 - Asking the right questions
- Finding the right methodology
- Different ways to research • Understanding when to use which approach



DURATION: Half day workshop

COURSE DIRECTOR: Heather Styche-Patel, Head of Strategy, Marketing & Development,

RSAcademics Ltd

WORKSHOP CONTENT

STAKEHOLDER COMMUNICATIONS

■ Stakeholder analysis overview

- o Identifying the key stakeholders
- o 'Stakeholder Analysis Grid' – how to use it

■ Understanding your stakeholders through research

- o Focus groups
- o Surveys
- o Data insight

■ Building trust with your stakeholders

- o How to engage senior management, governors and staff
- o Working with families within your parental body
- o Involving pupils – ideas and suggestions

■ Attracting disengaged stakeholders

- o Working with local communities and business
- o Alumni programmes – an overview
- o Local and national media relations
- o Creating long term relationships

■ Crisis management

- o Building trust quickly
- o Managing and sharing information to minimise the impact

■ Creating your own stakeholder engagement plan

- o Learning from best practice case studies
- o How to implement in your school

DURATION: One day workshop

COURSE DIRECTOR: Rachel Hadley-Leonard, Consultant, RHL Consulting



CONTACT

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