

# CMN Conference 2021

## PROGRAMME



### Monday 29 November 2021

12.00pm	Opening – Rachel Smith		
12.10pm	Key note speaker – Aaron Hussey, Head of Comms, AoC		
12.40pm	Delegates to enter workshops rooms		
	<b>Workshop A</b>	<b>Workshop B</b>	<b>Workshop C</b>
<b>1: 12.45-1.30pm</b>	1A: What the HE sector can learn from retail <i>Iris Digital Media</i>	1B: 9 insights about students that will help you improve your marketing campaigns <i>Netnatives</i>	1C: Getting more from Email Marketing <i>Glued</i>
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<b>2: 1.45-2.30pm</b>	2A: Gen Z – navigating the mobile universe. <i>Fone Media</i>	2B: How to leverage the new power of social media in the education space. <i>Sprout Social</i>	2C: How to encourage, enable and empower staff to become marketing and public relations ambassadors. <i>Chalkstream</i>
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<b>3: 2.45-3.30pm</b>	3A: Customer Journey Mapping <i>TBC</i>	3B: Making the best use of market intelligence: Top 10 Tips for College Marketing Teams <i>RCU</i>	3C: Making the case for perception and awareness research <i>Glued</i>
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3.45-4.45pm	Panel Discussion <i>Panel members:</i> <i>Michelle Blake, Head of Marketing, College of West Anglia</i> <i>Jo Costello, Business Development Manager, Forward &amp; Thinking</i> <i>Ben Verinder, Managing Director, Chalkstream</i>		
4.45-5pm	Close – Emma Evans		

\*Break – opportunity for delegates to speak to Exhibitors in Zoom rooms and/or put the kettle on!

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### Tuesday 30 November 2021

12.00pm	Opening – Rachel Smith		
12.10pm	Key note speaker – Michelle Dowse, Deputy Principal, Cambridge Regional College		
12.40pm	Delegates to enter workshops rooms		
	<b>Workshop A</b>	<b>Workshop B</b>	<b>Workshop C</b>
1: 12.45-1.30pm	1A: Marketing to Adults: Using careers data to engage adults and drive recruitment <i>Pathways</i>	1B: Prospectuses... print, digital or both? What are College's doing now? <i>Emma Evans</i>	1C: Virtual Events and Hybrid Open Days - getting it right and getting results <i>Clearhead</i>
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2: 1.45-2.30pm	2A: Marketing to the HE audience <i>Glove Consultancy</i>	2B: Stay in the Loop: the latest in student advertising - finding new solutions to attract Gen Z <i>Forward &amp; Thinking</i>	2C: Empowering teams through adopting a coaching mindset <i>Rachel Till</i>
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3: 2.45-3.30pm	3A: How colleges can make use of modern social strategies (including TikTok, and partnering with influencers) <i>Harry Seaton @ Fluential</i>		
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3.45-4.45pm	Panel Discussion <i>Panel members:</i> <i>Lucy McCann, Head of Marketing, Harrow College &amp; Uxbridge College</i> <i>Kathy McCormack, Head of Marketing, Lambeth College</i> <i>Harry Seaton, Managing Director, Fluential</i>		
4.45-5pm	Close – Emma Evans		

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## Booking Information & Costs

### CMN MEMBERS:

#### Single Delegate Rate:

£50 - One Half Day

£95 - Full Conference (two half days)

#### Team Rate (2 or more delegates)

£95 - One Half Day

£170 - Full Conference (two half days)

Members booking link: [www.eventbrite.co.uk/e/186633735527/?discount=CMN-Member-Discount](http://www.eventbrite.co.uk/e/186633735527/?discount=CMN-Member-Discount)

### NON-MEMBERS:

#### Single Delegate Rate:

£75 - One Half Day

£120 - Full Conference (two half days)

#### Team Rate (2 or more delegates)

£120 - One Half Day

£195 - Full Conference (two half days)

Non-Members booking link: <https://cmn-conference2021.eventbrite.co.uk>

### Workshop Booking

As part of the booking you will be able to select the workshops you'd like to attend. You can edit this at a later date if you change your mind!

### Team Booking

If you book the team option, you don't have to select everyone's workshops when booking, there is a link in the confirmation email so once you have booked and paid, your team members can book on separately but won't be charged.