

9am	Arrival & Registration		
9.30am	Introduction: Rachel Smith, CEO, The College Marketing Network		
	Keynote Speaker: Dr Rebecca Gater, Principal, Solihull College and University Centre		
10-10.45am	<p>1A: Interactive Career Tools Giving You Meaningful Student Data</p> <p>Pathways is a suite of career tools to help you engage with prospective students and demonstrate the link between your courses and future careers.</p> <p>We would like to use this workshop to discuss the next step in the evolution of the Pathways product. Applicable to existing Pathways clients and new colleges, we will be looking at new interactive career tools that give you meaningful student data. To get a deeper insight into the needs and requirements of your current and prospective students.</p> <p><i>Hosted by: Pathways</i></p>	<p>1B: Student Engagement Through Video and Rich Media</p> <p>Explore how students engage with brands through video and rich media and how important it is to get the process right, looking at the benefits but also the pitfalls.</p> <p><i>Hosted by: FoneMedia</i></p>	<p>1C: Building your Corporate Brand</p> <p>As college groups grow and encompass multiple towns, cities and online offers, it can be easy to think of a 'group' or corporate brand as just a useful tool to tie everything together. However, innovative universities in the US (and increasingly in the UK) are developing their corporate brands to help them stand out from the crowd, attract the best talent and challenge perceptions. This session will review corporate branding strategies, look at approaches within the sector and highlight the key elements of a corporate brand strategy that can revolutionise your external marketing and communications. We will also have time to exchange ideas and strategies.</p> <p><i>Hosted by: Milton Keynes College</i></p>
10.45-11am	BREAK		
11-11.45am	<p>2A: Tell, don't ask – An Always-on Advertising Approach</p> <p>Many colleges are focussed on 'event-driven advertising' – spending much of their budget on advertising when they require their audiences to do something, such as Open Days, Enrolment or other events. It's proven that audiences want to engage with colleges outside of these interaction windows. To create an engaged audience, colleges need to embrace an "Always-On" advertising approach.</p> <p>F&T's Sales Director Darren Clewes has worked with numerous education sector clients. In this workshop he purposely challenges college marketers to revisit their advertising strategy and discuss ideas how to engage an "always-on" audience spanning from Gen Z to Gen A and their influencers.</p> <p><i>Hosted by: Forward & Thinking</i></p>	<p>2B: The Power of Mail in a Digital Age – Getting the most from Offline Marketing</p> <p>For years, delivering leaflets and course guides direct to potential students was an effective recruitment channel for colleges. But with more pressure than ever on budgets, and the advance of digital, is mail still relevant? The session will look at the data available to marketers, how to harness your own student data to deliver effective campaigns, and the options available to help colleges to make the most of the UK's third largest advertising channel.</p> <p><i>Hosted by: Smart Distribution</i></p>	<p>2C: Stretching Social</p> <p>College marketers know that social media is a critical element in their marketing armoury, especially as this is the main media accessed by the young people and adults we seek to recruit to many of our courses. But managing multiple channels across multiple college sites and numerous subject areas can be an incredibly resource-intensive activity, far beyond the people resources and budgets of the marketing department. So how do we somehow stretch our resources to enable us to deliver a sufficiently broad and engaging level of social media presence, given our resource limitations? This workshop will explore what the potential options are for approaching this challenge, from a college group which has managed 7 diverse college sites and multiple social media channels over a number of years. We expect this to be a very interactive session, with colleges sharing their own experiences and ideas.</p> <p><i>Hosted by: Warwickshire College Group</i></p>

11.45-12.30pm	<p>3A: A Formula for Creativity Great creative thinking from just four single word questions Rob Harrison and David Wilson of Glued will take you through how a little thought in answering four simple questions can trigger creative thinking in any of us. They'll run through two examples so you get the hand of it. Then you'll form teams to devise your own creative solution to a sample brief set by David and Rob. This session is intended to be enlightening, fun and to give you some practical tips to foster creativity in your own working environments. <i>Hosted by: Glued</i></p>	<p>3B: The Great Recruitment Challenge: how to stand out in a crowded recruitment market (and how to retain your best talent in the new world of work). The Great Resignation has resulted in one of the most competitive recruitment markets in decades. Candidates are being more selective as they strive for a better work life balance. This has left many employers struggling to find the best talent for their organisation. So, how can you stand out from the crowd and show what makes your organisation a great place to work? Where is your money best spent and how can you get value for money with your recruitment campaigns? More importantly, how can you retain your best people in the every changing world of work? Let us show you how! <i>Hosted by: Clearhead</i></p>	<p>3C: Sustainability in Print We understand that many people have reservations when ordering printed materials around how sustainable it is vs other options. Sustainability in print isn't just about the paper that is used, so in this workshop we will clarify paper myths and guide you through what to look for if you want to ensure you're choosing the most sustainable print options currently available. From paper to ink, current machines to future technologies, we will arm you with the knowledge to confidently make a considered choice. <i>Hosted by: Print Data Solutions</i></p>
12.30-1.45pm	LUNCH		
1.45-2.30pm	<p>4A: Impact and Influence One of the biggest challenges marketing and PR teams face, is the feeling that 'everyone's an expert' when it comes to having a say on how the marketing function operates. This can affect our confidence, our influence, and our ability to be the experts we truly are. This, in turn, fundamentally affects whether we can deliver our best performance and results without the true accountability we'd like for marketing decisions. This session is designed to empower you to reclaim your expertise, communicate your impact and will also touch on how to communicate the impact of your college to external stakeholders too. <i>Hosted by: Rebel Leaders</i></p>	<p>4B: Colleges are a Commercial Business Your competitors are no longer just your nearest college. With the influx of new commercial and online education providers the competitive landscape is wider and more fierce than ever before. This workshop is designed to look outside of the education marketing arena to identify and adopt, agile digital marketing methodologies used by fast paced commercial businesses. Data, customer insights, speed and agility are the new weapons that need to be employed if colleges are going to compete and remain relevant over the coming years. <i>Hosted by: Itineris</i></p>	<p>4C: TBC More info coming soon! <i>Hosted by: TBC</i></p>

2.30-3.15pm	<p>5A: The Future of the Prospectus</p> <p>With demand growing from prospects to understand more about how colleges and universities are adapting to become more sustainable, this workshop brings the prospectus into focus and explores emerging tools that can help colleges to transition their prospectus to online. Split into two halves, the workshop will first explore what the current landscape looks like, what colleges are doing with their prospectus, which are pushing boundaries, and how they're doing so. The second half of the workshop will probe deeper into taking your prospectus online. The challenges associated with doing so and how to overcome them. And some success stories to illustrate the value of taking the leap of faith.</p> <p><i>Hosted by: We Are Smile</i></p>	<p>5B: Marketing to the HE Audience</p> <p>In the workshop you can expect to explore:</p> <p>The Future of Higher Education; including regional disparities, home students V International, widening of the gap.</p> <p>Challenges in Higher Education for Universities; including 'levelling up', OFS access targets and Fluctuations in demand.</p> <p>Opportunities for Further Education Colleges including policy changes, collaborations and reducing the gap. And Marketing to HE Audiences – brand purpose and experience.</p> <p>We look forward to discussing the current situation in line with the above and using real life examples to bring our expertise to life.</p> <p><i>Hosted by: Glove Consultancy</i></p>	<p>5C: Building the College Brand from Within</p> <p>Employees can make or break a college's reputation. Whether engaging with students at recruitment events, teaching students in the classroom or providing back office services, all employees significantly influence students' and other stakeholders' perceptions of your college brand. But how do you get employees to help build your college's brand and reputation? An internal branding approach can motivate employees to consistently deliver the brand promise to create a positive impact on student satisfaction and ultimately your college's reputation. In this session I will share with you the latest thinking on internal branding, how it can be adopted within colleges, and real-life examples of colleges' internal branding journeys and some of the challenges they have faced.</p> <p><i>Hosted by: The Bedford College Group</i></p>
3.15-3.30pm	BREAK		
3.30-4.30pm	<p>Panel Discussion with:</p> <ul style="list-style-type: none"> • Sarah Baxter, Director of Marketing, The Bedford College Group • Lee Parker, Director of Marketing, Milton Keynes College • Darren Clewes, Director, Forward & Thinking • Aaron Hussey, Head of Comms, AoC <p>Keynote Speaker: Aaron Hussey, Head of Comms, AoC</p> <p>Close: Rachel Smith & Emma Evans, The College Marketing Network</p>		