

8.30-9.15am	Delegate Registration		
9.15-9.50am	Welcome & Keynote Speaker		
10-10.50am WORKSHOPS	<p>1A: Are You Engaging with Your Audience? Forward & Thinking explores why the synergy between creative content and a targeted media channel strategy is key to engaging students and influencers. We will explore the topic of advert inclusivity and how we can move towards an accessible first approach. Hosted by: Forward & Thinking</p>	<p>1B: Get (and Keep) Their Attention Recent JICMail (Joint Industry Committee for mail) research shows that door drops and direct mail are one of the most effective attention grabbing marketing channels. More importantly, that attention is kept for 4 times longer than digital, social or outdoor channels. This session will discuss the research findings, and how you can use data from within your own organisation to plan effective print marketing campaigns. We'll also discuss creative possibilities, and the best ways to engage with both prospective students and their parents. Offline marketing delivers you one to one time with prospective students and provides space to inform and inspire their future choices. Hosted by: Smart Distribution Solutions</p>	<p>1C: From Click to Classroom, Maximising Student Conversion This session will explore the steps we take to maximise student recruitment. From an attract, inspire and convert, content-led approach to marketing activity through a personalised, persona-based contact plan with students as they move through the various recruitment stages. We will also discuss ROG - a cross-college Recruitment, Retention & Onboarding group set up to maximise conversion and minimise those niggly things that result in losing students. Hosted by: Milton Keynes College</p>
10.50-11.10am	BREAK		
11.10am-12pm WORKSHOPS	<p>2A: The Future of the Prospectus The prospectus is a stalwart part of student recruitment cycles, printing them since the beginning of time*. However, as the needs and expectations of students have changed, so too have these documents. In this talk, we will explore the history, showcase emerging trends, and explore future possibilities for college prospectuses. Whilst the world has shifted to digital-first everything, prospectuses have stubbornly stayed the same. Is the prospectus still relevant, or is it time for change? Hosted by: Prospectus+</p>	<p>2B: TBC More info coming soon! Hosted by: Purlos</p>	<p>2C: The Power of Subject Area Marketing Having a dedicated subject area strategy and approach to student recruitment marketing can not only help you to target specific audiences to meet recruitment targets, but it addresses the individual needs and demands of curriculum departments, helping you to build better relationships and unearth your curriculum USPs. In this workshop we will discuss how to effectively implement a subject area marketing recruitment strategy, from managing resource, budget and activity to respond to recruitment trends and targets, to implementing keep warm and campaign activity to make you stand out from the crowd. You will have the opportunity to develop ideas in groups for your own mini-campaign approach for a specific subject area and audience, where we will discuss ideas of how to target prospective students effectively. Hosted by: The Manchester College (part of the LTE Group)</p>
12-1.20pm	Lunch & Networking		
1.20-2.10pm WORKSHOPS	<p>3A: Brand – Oh, Are We Having a New Logo? Brand is generally misunderstood, and very much yearning to be understood. You say brand – SLT say logo! This punchy workshop aims to unpick the importance of brand with purpose. Brand should be the DNA that runs through any organisation, defining everything the organisation is and does. Define it, connect with your tribe, and then dance with them! We may even attempt to further define the DNA of the CMN with a few LOLs along the way! Get your pens at the ready... Hosted by: Elvie-Jo Shergold, Head of Marketing, Comms and UK Student Recruitment, Bloomsbury Institute London</p>	<p>3B: Top 10 Social Media Musts to Engage Prospective Students in 2024 More info coming soon! Hosted by: HyBrid</p>	<p>3C: Helping Students See Their Future Getting the right student onto the right course is vitally important to ensure student retention. In our session we will show how transparency is your superpower and give you the tools to inspire prospective students on their future career choices. Are you doing enough to ensure students see a clear pathway from your courses to a future they actually want? Hosted by: Pathways</p>

<p>2.20-3.10pm</p> <p>WORKSHOPS</p>	<p>4A: Digital Strategies to Accelerate Student Acquisition</p> <p>Explore the core elements of successful student acquisition in today's digital landscape. This presentation will cover key aspects, including setting clear objectives, understanding your target audience, utilising AI and first-party data, optimising landing pages, and staying updated with the latest trends. This session aims to provide valuable insights and actionable strategies for colleges seeking to grow their recruitment through digital marketing campaigns. Hosted by: Itineris</p>	<p>4B: The Video Revolution: Increase Student Numbers with the Power of Video</p> <p>> Elevate your college's marketing strategies in this transformative era of video content. > Discover how video not only resonates emotionally with potential students but can significantly amplify your enrolment numbers. > Get our tried-and-tested video blueprint, tailor-made to attract and seamlessly convert potential students into confirmed sign-ups. > Gain insights into the latest in personalised, interactive video and harness the power of cutting-edge AI tools. > Join us to ensure your marketing strategy remains unparalleled, outshining the competition. Don't be left in the digital dust – be the revolution. Hosted by: College Videos By Media Partnership</p>	<p>4C: Innovation on a Shoestring Budget: Maximising Impact in FE</p> <p>This session will explore innovative and successful marketing strategies applied during last academic year to boost visibility, brand awareness and attract potential learners, whilst sharing insights on leveraging digital platforms, OOH campaigns, large student-focused events, and data-driven decision-making to achieve remarkable outcomes in the dynamic landscape of further education, even with a limited budget and resources. In this workshop, we will delve into new ways of engaging with students from partner and feeder secondary schools, fostering collaborations that promote Gower College Swansea's comprehensive curriculum for school leavers, giving them a chance to explore all learning pathways, not only focusing on A levels, but also introducing them to other choices, such as apprenticeships and vocational courses. Hosted by: Gower College Swansea</p>
<p>3.10-3.30pm</p> <p>BREAK</p>			
<p>3.30-4.20pm</p> <p>WORKSHOPS</p>	<p>5A: Successful Recruitment to Degree Courses</p> <p>Follow the path of how a campaign is put in place to generate degree level applications. From a genuine example Glued will trace the journey from: the brief; creative developments; media brief; production; setting up monitoring; in-campaign reporting, results and adjustments; and, outcomes from recruiting to a specific degree programme. If we are able, we will also bring examples from live campaigns we are running at the time. But it won't all be one way, we will be looking for your opinion on creative treatments; and, input on alternative routes we could take prior to revealing those we did – along with reasoning behind those choices. You never know, we may find new techniques and strategies between us and expose flaws in our procedures and rationale! Just how we like it – we all end up learning. Hosted by: Glued</p>	<p>5B: UX & UI Web Design Best Practice – Promoting the College & Recruiting Students</p> <p>Promoting a college and recruiting students through web design requires a user-centric approach that effectively communicates, engages visitors and provides essential information for all stakeholders. Creative user interface and user experience design practices play a crucial role in promoting a college and recruiting students. A visually appealing and user-friendly website can significantly enhance your online presence. Managing stakeholder aspirations and addressing challenges in a project process are critical to its success. During the workshop we will share a structured approach by exploring, discussing and deliver hints and tips for you to take away. Hosted by: Concept4</p>	<p>5C: GENgagE & The Perfect Poster</p> <p>JCDecaux is excited to introduce GENgagE, our latest program designed to assist brands in establishing meaningful connections with the Gen Z demographic. In this workshop, we will delve into the latest trends, provide insightful data, and debunk common myths associated with the Gen Z audience. Moreover, we'll share innovative ideas to enhance engagement both in offline and online realms. The JCDecaux Data Solutions team will also tackle the timeless question: 'What constitutes the perfect poster?' Through cutting-edge research, incorporating AI heatmapping and real-world attention testing, we aim to unveil the secrets of effective advertising. Discover what works well, what doesn't, and gain valuable guidelines to ensure your creative endeavours resonate powerfully with your target audience. Hosted by: JCDecaux</p>
<p>4.20-4.30</p>	<p>Close</p>		