

	Wed 30 April: Manchester	Wed 7 May: Bristol	Wed 14 May: London	Wed 21 May: York	Wed 4 June: Birmingham
9.30-10am	Arrival and registration	Arrival and registration	Arrival and registration	Arrival and registration	Arrival and registration
10-10.30am	<b>TikTok for Further Education: Strategies to Turn Views into Applications</b> Host: Melina Lee, <a href="#">Nonsensical</a>	<b>Creating Content with Purpose</b> Host: Antoinette Perry, <a href="#">Marketing at 43</a>	<b>TikTok for Further Education: Strategies to Turn Views into Applications</b> Host: Oli Mills, <a href="#">Nonsensical</a>	<b>Lights, Camera, Enrolment: Leveraging Video Marketing to Boost College Engagement and Recruitment</b> Host: <a href="#">Bluestorm</a>	<b>Right Message, Right Medium: Crafting Educational Ads That Click</b> Host: <a href="#">Forward &amp; Thinking</a>
10.30-11am	<b>The Truth About Prospectuses: What FE Needs to Know</b> Host: Nathan Monk & Matt Lees, <a href="#">Prospectus+</a>	<b>Right Message, Right Medium: Crafting Educational Ads That Click</b> Host: <a href="#">Forward &amp; Thinking</a>	<b>Generation Alpha: Fuelling College Marketing Strategies</b> Host: Louise Rengozzi and Jess Hickman, <a href="#">The Cusp</a>	<b>Right Message, Right Medium: Crafting Educational Ads That Click</b> Host: <a href="#">Forward &amp; Thinking</a>	<b>The Social Media Gap: Insights for Optimising Your Strategy and Gaining Leadership Buy-in</b> Host: John Gray, <a href="#">Gray Manning</a>
11-11.15am	Break	Break	Break	Break	Break
11.15 -11.45am	<b>The Social Media Gap: Insights for Optimising Your Strategy and Gaining Leadership Buy-in</b> Host: John Gray, <a href="#">Gray Manning</a>	<b>The Truth About Prospectuses: What FE Needs to Know</b> Host: Nathan Monk & Matt Lees, <a href="#">Prospectus+</a>	<b>Understanding Student Choices: A View into Subject and Career Trends in FE</b> Host: <a href="#">Pathways</a>	<b>Content Without Purpose Has No Story</b> Host: Alex Lawrence, <a href="#">Clearhead</a>	<b>The Truth About Prospectuses: What FE Needs to Know</b> Host: Nathan Monk & Matt Lees, <a href="#">Prospectus+</a>
11.45-12.15pm	<b>Leadership, Being Strategic, Developing your Career and Being Happy</b> Host: <a href="#">Rachel Till, Rebel Leaders</a>	<b>Understanding Student Choices: A View into Subject and Career Trends in FE</b> Host: <a href="#">Pathways</a>	<b>Right Message, Right Medium: Crafting Educational Ads That Click</b> Host: <a href="#">Forward &amp; Thinking</a>	<b>Using Dashboards to Increase and Demonstrate the Impact of Your Marketing Campaigns</b> Host: Simon Connor, <a href="#">FE Marketing</a>	<b>Understanding Student Choices: A View into Subject and Career Trends in FE</b> Host: <a href="#">Pathways</a>
12.15-1.30pm	Lunch and Networking	Lunch and Networking	Lunch and Networking	Lunch and Networking	Lunch and Networking
1.30-2pm	<b>Using Dashboards to Increase and Demonstrate the Impact of Your Marketing Campaigns</b> Host: Simon Connor, <a href="#">FE Marketing</a>	<b>Using Dashboards to Increase and Demonstrate the Impact of Your Marketing Campaigns</b> Host: Simon Connor, <a href="#">FE Marketing</a>	<b>25% of Colleges Are Failing at SEO – Here’s How to Get It Right</b> Host: Carl Darnell, <a href="#">CRDone</a>	<b>The Truth About Prospectuses: What FE Needs to Know</b> Host: Nathan Monk & Matt Lees, <a href="#">Prospectus+</a>	<b>Leadership, Being Strategic, Developing your Career and Being Happy</b> Host: <a href="#">Rachel Till, Rebel Leaders</a>
2-2.30pm	<b>Right Message, Right Medium: Crafting Educational Ads That Click</b> Host: <a href="#">Forward &amp; Thinking</a>	<b>Generation Alpha: Fuelling College Marketing Strategies</b> Host: Louise Rengozzi and Jess Hickman, <a href="#">The Cusp</a>	<b>The Truth About Prospectuses: What FE Needs to Know</b> Host: Nathan Monk & Matt Lees, <a href="#">Prospectus+</a>	<b>The Social Media Gap: Insights for Optimising Your Strategy and Gaining Leadership Buy-in</b> Host: John Gray, <a href="#">Gray Manning</a>	<b>Building a Strong Institutional Brand</b> Host: Kim Hughes, <a href="#">Goldings Communications</a>
2.30pm	Close	Close	Close	Close	Close

## Sessions Explained...

### **Understanding Student Choices: A View into Subject and Career Trends in FE**

In this session, we will dive deep into the key factors influencing student choices in further education, exploring the latest trends in subject selection and career pathways. We'll present insights from our exclusive report, which combines data from multiple sources, including national trends, surveys, and direct input from students. CMN Roadshow attendees will be the first to hear these findings, offering valuable intelligence that can shape marketing and recruitment strategies within FE.

**Host:** [Pathways](#)

### **Right Message, Right Medium: Crafting Educational Ads That Click**

Not all audiences are the same—so why should your ads be? In this session, we'll explore how to tailor creative content to different demographics and platforms, ensuring maximum engagement and impact. From digital to broadcast, social to out-of-home, discover how to optimize your messaging, visuals, and formats to resonate with your target audience. Learn practical strategies for student targeting, accessibility, and conversion-driven storytelling to make your campaigns impossible to ignore.

**Host:** [Forward & Thinking](#)

### **The Truth About Prospectuses: What FE Needs to Know**

In this interactive, data-driven quiz, we'll put FE institutions under the spotlight to uncover how they're really using their prospectuses. Are they tracking engagement? Is print still dominating? What does sustainability look like in prospectus production? Using live results from a national survey of colleges, this fast-paced, fun, and slightly provocative session will challenge assumptions and expose the reality of modern prospectus strategies. You'll answer key questions, compare your institution's approach with sector-wide trends, and leave with valuable insights into the future of student engagement.

Expect light-hearted competition, surprising stats, and an honest discussion about whether it's time to rethink traditional approaches.

Are you ready to test your prospectus IQ?

You might even win a prize 😊

**Host:** [Prospectus+](#)

### **Using Dashboards to Increase and Demonstrate the Impact of Your Marketing Campaigns**

In this session you will see how college marketing teams are using dashboards to:

- Understand what marketing is working and not working in seconds
- Identify ways to increase marketing impact easier than before
- Clarify how visitors behave on your website
- Demonstrate the impact of marketing campaigns to key internal stakeholders

**Host:** [FE Marketing](#)

### **Leadership, Being Strategic, Developing your Career and Being Happy**

In this session, I will share my insights on how to balance leadership, career development, and happiness at work, drawing on my extensive experience as a Leadership Coach, Happiness Club Trainer, Acceptance & Commitment Coaching practitioner, Team Coaching facilitator, and DISC practitioner. Additionally, I'll reflect on my practical experience working as part of the management team of a college, where I led both internal and external communications for seven years.

**Host:** [Rachel Till, Rebel Leaders](#)

### **TikTok for Further Education: Strategies to Turn Views into Applications**

In this session, we'll explore how Further Education institutions can leverage TikTok to effectively engage prospective students and drive applications. We'll cover key strategies for creating engaging, authentic content that resonates with Gen Z, and best practices for converting views into tangible results. Attendees will leave with practical tips and insights to enhance their social media strategy and use TikTok as a powerful tool in their recruitment efforts.

**Host:** [Nonsensical](#)

### **25% of Colleges Are Failing at SEO – Here’s How to Get It Right**

Is your College's website ranking where it should be? You might be surprised to learn that 25% of colleges are still missing the mark on SEO! But don't worry – this workshop will show you exactly how to get it right. From optimising your content to making sure your website is performing at its best, we'll dive into actionable tips and techniques that can boost your search engine rankings and attract more prospective students.

**Host:** [CRDone](#)

### **Building a Strong Institutional Brand**

In a crowded education sector, standing out is more important than ever. This session will explore how to build and strengthen your college's institutional brand to resonate with your target audience and communicate your unique value while maintaining consistency across all touchpoints, and engaging your community in meaningful ways.

**Host:** [Goldings Communications](#)

### **Content Without Purpose Has No Story**

Content is king, but content without purpose is just noise. In this session, we'll explore how to craft content that tells a compelling story, connects with your audience, and drives results. Learn how to align your content strategy with your institution's goals, ensuring that every piece of content has a clear objective and serves a specific purpose. We'll dive into best practices for creating impactful messaging, as well as tips for measuring success and refining your approach.

**Host:** [Clearhead](#)

### **Generation Alpha: Fuelling College Marketing Strategies**

Louise Rengozzi and Jess Hickman are Directors and education marketing experts from The Cusp with extensive experience spanning colleges through to universities. With a passion for innovation, they lead the Generation Alpha workshop, designed to inspire fresh perspectives and generate creative ideas within in-house college marketing teams for that next generation of prospective students.

Their strategic insights and engaging approach empower institutions to connect meaningfully with the next generation of learners. Louise and Jess are known for their ability to blend creativity with strategy – underpinned by research, delivering impactful workshops that ignite new thinking and drive measurable results.

**Host:** [The Cusp](#)

### **The Social Media Gap: Insights for Optimising Your Strategy and Gaining Leadership Buy-in**

GM Partners recently carried out a comprehensive review of how prospective students and their influencers use social media. In this session, we will further explore our social media research that targeted prospective students and parents about their social media usage and look at what you can do now with your social media strategies that help you focus resources and get senior leadership buy in.

Download the 'The Social Media Gap', a report examining how recently enrolled FE students and their parents use social media, providing valuable insights for colleges for their social media strategy:

<https://www.gmpartners.co.uk/thesocialmediagap>

**Host:** [Gray Manning](#)

### **Creating Content with Purpose**

In a crowded digital landscape, education marketers must create content that not only engages but also serves a clear purpose. This session explores how to craft strategic, meaningful narratives that align with institutional goals while resonating with audiences. We'll look at defining clear objectives, messaging and apply storytelling principles to enhance your marketing effectiveness.

**Host:** Antoinette Perry, [Marketing at 43](#)

### **Lights, Camera, Enrolment: Leveraging Video Marketing to Boost College Engagement and Recruitment**

This workshop will explore the power of video marketing in the education sector, focusing on how colleges can use video content to enhance engagement and boost recruitment.

**Host:** [Bluestorm](#)