

8.30-9.25am	Delegate Registration			
9.25-9.30am	Welcome: Emma Wilde, Exec Director, CMN			
9.30-9.55am	Keynote Speaker: <u>Laura-Jane (LJ) Rawlings MBE DL</u> from <u>Youth Employment UK</u>			
10.00-10.40am	<b>1A:</b> Building Your Brand Host: <u>Forward &amp; Thinking</u>	<b>1B:</b> Students Expect More Than “Dear {FirstName}” Host: <u>Prospectus Plus</u>	<b>1C:</b> Why FE Colleges Can't Afford to Ignore CRM Anymore Host: <u>Student CRM</u>	<b>1D:</b> Rebranding Host: Shrewsbury College
10.40-11am	BREAK			
11.00-11.40am	<b>2A:</b> Search in 2026 Host: <u>Bluestorm</u>	<b>2B:</b> More Than a Postbox: Reclaiming Your Role in Internal Comms Host: MidKent College	<b>2C:</b> Beyond Campaigns Host: <u>Gray Manning</u>	<b>2D:</b> From Browsing to Enrolling: Morley's Digital Transformation Through eCommerce Innovation Host: Morley College
11.45am-12.25pm	<b>3A:</b> Creating TikTok Content Students Can't Scroll Past Host: <u>Nonsensical, the TikTok Agency</u>	<b>3B:</b> Cracking the Code to Student Engagement Host: <u>Global</u>	<b>3C:</b> Squeeze Every Drop: Get More from Your Video Content Host: <u>Spark Media</u>	<b>3D:</b> The College that Converts: Transforming Student Engagement Through HubSpot Optimisation Host: College of West Anglia and BabelQuest
12.25-1.45pm	LUNCH & NETWORKING			
1.45-2.15pm	Keynote Speaker: <u>John-Paul Stanway</u> from <u>JP on Socials</u>			
2.20-3pm	<b>4A:</b> The College Content Engine: How to Market Everything Without Burning Out Host: <u>Clearhead</u>	<b>4B:</b> AI and the Future of Student Recruitment: Staying Visible, Relevant and Competitive Host: <u>Itineris</u>	<b>4C:</b> Knowledge Builds Confidence. Insights Earn Trust. Host: <u>Pathways</u>	<b>4D:</b> Successful School Partnerships Host: Heart of Yorkshire College
3-3.20pm	BREAK			
3.20-4pm	<b>5A:</b> People Power: How AI Can Support Storytelling Through PR – Without Losing Your Human Spark Host: Nottingham College	<b>5B:</b> Social Media Trends Every FE Marketer Needs to Know in 2026 Host: <u>The Cusp</u>	<b>5C:</b> Beyond the Click: Student Journeys that Convert Host: <u>Concept 4</u>	<b>5D:</b> Marketing Automation Host: Inspire Education Group
4.05-4.30pm	Keynote Speaker: <u>Nicky Roach</u> , Director of Marketing and Communications at the City of Liverpool College			
4.30pm	Close: Emma Wilde, Exec Director, CMN			

**Meet the Exhibitors:** ACPME | BabelQuest | Big City Graphics | Bluestorm | Bright Ideas & Promotional Products | Clearhead | Forward & Thinking | Gecko | Global | Gray Manning | Next-Gen Media | Pathways | Prospectus+ | Public Sector Media | Spark Media | Student CRM