8.30-9.25am	Delegate Registration			
9.25-9.30am	**Welcome**: Emma Wilde, Exec Director, CMN			
9.30-9.55am	**Keynote Speaker:** Laura-Jane (LJ) Rawlings MBE DL from Youth Employment UK			
10.00-10.40am	**1A: Building Your Brand** With the decline in prospective students expected from 2028/29, NOW is the time to focus on your college brand to future proof your communications. Create a college that students want to attend. Top tips for creative, narratives and the channels to use most effectively. **Host: Forward & Thinking**	**1B: Students Expect More Than "Dear {FirstName}"** Think your marketing approach is personalised? This interactive quiz will put that to the test. We'll explore what personalisation really means to students today (beyond name tokens and course filters) and dig into the behavioural science behind what makes people feel seen. Using real data from Prospectus Plus, we'll separate the tactics that work from the ones that just tick boxes. Expect myth-busting moments, throwback examples, and a few curveball questions to challenge your assumptions. Come for the insight, stay for the prizes! **Host: Prospectus Plus**	**1C: Why FE Colleges Can't Afford to Ignore CRM Anymore** Many FE colleges still scatter recruitment data across spreadsheets, inboxes, and disconnected systems - a practice that belongs in the past. While CRM has transformed recruitment in Higher Education into a data-driven, student-first journey, FE colleges often make decisions blindly, missing opportunities and wasting resources. This workshop confronts the hidden cost of decentralised data. Drawing on our experience as the only CRM built in the UK specifically for UK education, we'll challenge you to rethink how you capture, use, and safeguard student data - and show why centralised management is essential to future-proofing FE recruitment. **Host: Student CRM**	**1D: Rebranding a College: Insights from Experience** This session will explore what it really takes to rebrand a college effectively. Drawing on recent first-hand experience, it will cover the planning, execution, challenges, and key decisions involved in the process. Expect practical advice, lessons learned, and ideas you can take away to apply in your own rebrand journey. **Host: Mike Needham, Director of Marketing at Shrewsbury College and Source Design**
10.40-11.00am	**BREAK**			
11.00-11.40am	**2A: Search in 2026** In 2024, students & parents still began most searches on Google. Come 2026, they'll be using TikTok, conversational AI, and Google AI first results to find the answers they want instantly. That shift has major implications for colleges. This session explores the difference between today's search behaviour and what's around the corner, showing how Google, ChatGPT, and TikTok are reshaping the way prospective students discover options. With a focus on practical action, we'll share how colleges can adapt their SEO, content, and digital presence now so, your website and content are AI search-ready. **Host: Bluestorm**	**2B: More Than a Postbox: Reclaiming Your Role in Internal Comms** If internal comms in your college feels like a never-ending stream of forwarding or posting someone else's messages, you're not alone. But it doesn't have to stay that way. This session explores practical shifts to help you build credibility and impact including supporting time-poor line managers, freeing senior leaders to inspire rather than instruct, creating meaningful space for staff voice, and putting purpose behind every channel you use. You'll leave with tools to shape the conversation, not just send it. **Host: Steve Hyland, Director of Comms & Marketing, MidKent College**	**2C: Beyond Campaigns** Marketing is so much more than eye-catching campaigns or last-minute recruitment pushes. True impact comes when marketing has a seat at a strategic level. This session will explore the difference between *strategy* and *tactics*—and why marketing must be involved in curriculum planning from the start to deliver the results colleges need. We'll examine how stronger cross-college communication and interdepartmental collaboration can provide opportunities, foster trust, and empower marketing teams to do what they do best. At the same time, we need to be looking to the future. With a demographic dip in learners on the way, now is the moment to strengthen your brand and grow other provision, such as adults. By working smarter, more strategically, and more collaboratively, marketing teams can not only navigate the challenges ahead but also thrive. **Host: Gray Manning**	**2D: From Browsing to Enrolling: Morley's Digital Transformation Through eCommerce Innovation** Discover how Morley College revolutionised short course enrolment by embracing eCommerce innovation. Confronted with a legacy system plagued by clunky navigation, poor mobile access, manual administration, and limited data, the college made a strategic shift toward a digital, student- and staff-focused platform. This session explores the transition to WooCommerce, highlighting a mobile-optimised user experience, seamless course discovery, streamlined checkout, and integration with student records and marketing technology. Attendees will gain practical insights into designing a modern, data-driven enrolment system that enhances engagement and operational efficiency. **Host: Dr Kirsten Arcadio, Web and Digital Marketing Strategic Lead & Connor Cargill, Senior Web Developer at Morley College**

11.45am-12.25pm	**3A: Creating TikTok Content Students Can't Scroll Past** TikTok is where students spend their time but capturing their attention is harder than ever. In this session, we'll explore how colleges can create content that cuts through the noise and connects with students authentically. You'll learn proven strategies for making scroll-stopping TikToks, from tapping into the psychology of why people scroll to structuring videos that drive engagement. Whether you're new to TikTok or looking to sharpen your approach, this session will equip you with actionable tips and fresh ideas to boost your college's visibility and turn views into meaningful engagement. **Host: Nonsensical, the TikTok Agency**	**3B: Cracking the Code to Student Engagement** Young adults are rewriting the rules of marketing. This session will explore how students consume media and what it takes to capture their attention. From audio to outdoor campaigns, we'll look at how brands can build meaningful connections with student audiences in ways that feel fresh and relevant. Expect practical ideas you can take back into your own projects, whether that's events, campaigns, or student-led initiatives. **Host: Global**	**3C: Squeeze Every Drop: Get More from Your Video Content** Video is one of the most powerful tools in your comms toolkit, but are you really getting the most out of your investment? In this workshop, we'll explore how colleges can plan smarter video content that connects with different audiences, whether that's prospective students, parents, staff, or your wider community. We'll share practical, easy-to-use tips on making video work harder across recruitment campaigns, open days, training, internal updates, and social posts. The aim is to give you fresh ideas you can take away and put into action straight away. **Host: Spark Media**	**3D: The College that Converts: Transforming Student Engagement Through HubSpot Optimisation** See how one college transformed its marketing strategy and boosted student engagement through HubSpot optimisation. This real-world journey reveals practical strategies to: • Win senior management buy-in • Migrate data from multiple tools into one platform • Refine personas and subscriptions • Scale targeted, personalised communications • Maintain clean, actionable data • Prove engagement improvements and ROI Take away actionable insights to maximise your marketing technology and connect meaningfully with prospective students. **Host: Michelle Blake, Head of Marketing & Natalie Metcalfe, Digital Marketing Coordinator at College of West Anglia and BabelQuest**
12.25-1.45pm	**LUNCH & NETWORKING**			
1.45-2.15pm	**Keynote Speaker:** John-Paul Stanway from JPS on Digital			
2.20-3pm	**4A: The College Content Engine: How to Market Everything Without Burning Out** FE marketers juggle more than student recruitment - they must promote apprenticeships, adult learning, employer partnerships, commercial services, and still build the college brand. How can you do it all without diluting your message or burning out? Introducing The Content Engine. A strategic framework for creating a sustainable, insight-driven content ecosystem. You'll learn how to: • Align content strands with college priorities • Build modular stories that flex across channels and audiences • Support hero campaigns with targeted, always-on content • Maximise creative output without overstretching your team Leave with practical tools, inspiring examples, and a clear plan to deliver more, efficiently. **Host: Clearhead**	**4B: AI and the Future of Student Recruitment: Staying Visible, Relevant and Competitive** The student decision-making journey has shifted - traditional search is being replaced by social platforms and AI-driven answers, demanding a new approach to digital visibility. The challenge: maximise discoverability through SEO and organic AI while using AI tools for paid media, website optimisation, and personalisation - without wasting time or budget. This session explores where AI genuinely adds value - from boosting search visibility and campaign performance to creating personalised applicant journeys - and where it can be a costly distraction. Leave with a clear plan to future-proof your marketing in an AI-first landscape. **Host: Itineris**	**4C: Knowledge Builds Confidence. Insights Earn Trust.** Gen Z and Gen Alpha are quick to question marketing spin and expect transparency. Our session explores how real data on student choices and outcomes can cut through scepticism, build trust, and give students the confidence to make informed decisions - while helping you engage with them more effectively. **Host: Pathways**	**4D: Successful School Partnerships** The Heart of Yorkshire Education Group's School Engagement activity is something the team are particularly proud of – a dedicated School Partnerships team do a stand-out job building relationships with schools, paving the way for the wider recruitment team, including Marketing and Admissions, to all work closely together to secure strong application figures (which have vastly increased over recent years). School Partnerships and recruitment activities are then followed up with a comprehensive Keep Warm campaign to increase acceptances and enrolments; a campaign so successful it has been recognised at several industry awards. **Host: James Pennington – Local College Director and Strategic Lead for School Partnerships, and Suzie Doherty – Head of Marketing & Admission at Heart of Yorkshire College**
3-3.20pm	**BREAK**			

3.20-4pm	**5A: People Power: How AI Can Support Storytelling Through PR – Without Losing Your Human Spark** You're using AI. I'm using AI. We're all using AI. But when journalists can spot a Co-Pilot-generated story a mile off… is it really worth it? Claire will be sharing how her team used AI (and in particular Co-Pilot) to achieve an 850% increase in media coverage for Nottingham College - supporting stakeholder engagement, boosting reputation, and generating commercial income enquiries. **Host: Claire Reynolds, Head of Marketing & Communications at Nottingham College**	**5B: Social Media Trends Every FE Marketer Needs to Know in 2026** Join us for a lively, no-fluff session on the latest social media shifts and what they mean for UK colleges. We'll cut through the noise and show you how to connect with students where they really are. • What's hot (and what's not) on TikTok, Instagram and beyond • How Gen Z and Alpha are really using social media now • Practical tips to boost engagement without burning out your team • Quick wins you can take back and try straight away **Host: The Cusp**	**5C: Beyond the Click: Student Journeys that Convert** **Every click counts** — but what happens after a prospective student lands on your site? In this practical workshop we'll explore how to design student journeys that move seamlessly from first interest to enrolment. Drawing on our experience in education marketing and web development, we'll show how smarter content, integrated course data and user-focused design can reduce friction, boost conversions and create websites that truly support student decision-making. **Host: Concept 4**	**5D: The Connected Marketing Experience** Discover how Inspire Education Group achieved a 50%+ uplift in Taster Day enrolments and freed staff from time-consuming tasks by connecting systems and introducing AI-powered automation. You'll see how modern tools create smoother journeys for students and a lighter load for teams. **Host: Kristian Mansfield, Digital Marketing Lead, Inspire Education Group**
4.05-4.30pm	**Keynote Speaker:** TBC			
4.30pm	**Close:** Emma Wilde, Exec Director, CMN			

Meet the Exhibitors:

ACPME (Association of Creative & Print Managers in Education) | Applicaa | BabelQuest | Big City Graphics | Bluestorm

Bright Ideas & Promotional Products | Clearhead | Creative Triangle | Forward & Thinking | Gecko | Global | Gray Manning

Nexa Cognition & NEXA AI Lab | Pathways | Prospectus+ | Public Sector Media | SOS Silence of Suicide | Sky AdSmart | Sorted Direct Mail

Source Design | Spark Media | Student CRM