

LONDON: Wed 20 May

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| 9.15-9.50am | Arrival and registration |
| 9.50-10am | Welcome |
| 10-10.30am | <p>Build The Brand, Expand The Reach Why colleges need to think bigger and wider in a declining demographic market. Host: Forward & Thinking</p> |
| 10.30-11am | <p>Alumni More details coming soon! Host: MidKent College</p> |
| 11-11.15am | Break |
| 11.15 - 11.45am | <p>Zero Click Results in Search: How to Measure, Report & Inform your Website Strategy in an AI Search Era As search continues to change, more students are getting answers directly from Google, Bing and AI tools without ever visiting a website. That leaves many college marketing teams facing the same challenge: if traffic is decreasing, how do you prove your website is still doing its job? This session will walk through what zero-click results mean, how your college may already be appearing in AI-driven results, how to track that visibility and use the data to inform your website strategy. Host: Bluestorm</p> |
| 11.45- 12.15pm | <p>What Colleges Think vs What the Data Shows Every college produces a prospectus. Thousands of copies are printed, distributed, and handed out every year. But how much do we really know about whether they work? In this interactive session, Nathan Monk shares insights from recent research with the College Marketing Network exploring how FE colleges approach their prospectuses today. The findings challenge several long-held assumptions about print, sustainability, engagement, and student expectations. Expect surprising statistics, honest discussion, and practical insights that may change how you think about one of the sector's most familiar marketing tools. Host: Prospectus+</p> |
| 12.15-12.45 | <p>Student Insights: What's driving the choices your students make? What influences the decisions students make about courses and careers? In this session we'll share findings from the FE Student Choices Survey 2026, exploring what students say about subject choices, career ambitions, parental influence, financial concerns, and the growing role of AI. We'll also give a preview of Pathways Insights, our new product that opens up the data behind the sector - revealing patterns in student interest, course progression, career demand, skills and employment outcomes. Host: Pathways</p> |
| 12.45-1.30 pm | Lunch |
| 1.30-2pm | <p>Hot Topic Discussions Just like our online hot topics meets, but in person! We will unpick the topics that you want to know more about, share our knowledge, and support each other in the ever-changing world that is FE! CMN will be in touch just before the event to find out what topics you want to discuss on the day.</p> |
| 2-2.30pm | <p>Everything You Want to Know About FE Week FE Week turns 15 this year. In that time there has been many an uncomfortable conversation between a college marketing professional and an FE Week reporter. But what does FE Week want? Why won't they run my press releases? And why do they keep calling? In this session, editor Shane Chowen will bridge the gap between his busy newsroom and your press office, setting out what FE Week is all about and answer your questions on how to engage. Host: Shane Chowen, Editor, FE Week</p> |
| 2.30-3pm | <p>School Engagement More details coming soon! Host: Gemma Hawkins, Schools Engagement Manager, BMet</p> |

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| 3-3.30pm | <p>Winning Social Strategies for FE in 2026/27</p> <p>From TikTok to Snapchat - and everything in between, this session explores the social media trends shaping student recruitment and engagement right now. The Cusp will break down what's genuinely working across Instagram, TikTok, Snapchat and YouTube Shorts, from evolving content formats to changing audience behaviours.</p> <p>You'll leave with a clear understanding of what FE marketers should prioritise in 2026/27, what's no longer delivering impact, and how to create content that cuts through, stops the scroll, and drives real action that is worthwhile and meaningful to education.</p> <p>Host: The Cusp</p> |
| 3.30pm | Close |

Exhibitors @London:

BLUESTORM

 clearhead®

 Pathways

Prospectus+

STUDENT CRM