

## MANCHESTER: Wed 6 May

9.15-9.50am	Arrival and registration
9.50-10am	Welcome
10-10.30am	<p><b>Build the Brand, Expand the Reach</b> Why colleges need to think bigger and wider in a declining demographic market. Host: <a href="#">Forward &amp; Thinking</a></p>
10.30-11am	<p><b>Beyond Personas: Using Synthetic Audiences to Build Stronger College Campaigns</b> Most college marketing teams already create audience personas. But what if those personas could challenge your assumptions rather than simply agree with them? In this session we will explore what synthetic audiences are and how building synthetic audience profiles can help you pressure test messaging, campaigns and propositions with stakeholder groups before committing time and budget. This is not about replacing real learner and stakeholder research, but about stress testing ideas early. We will look at how AI-powered personas can help you spot objections, anticipate stakeholder friction, refine your offer and avoid expensive mistakes. You will leave with a practical understanding of how to create synthetic audiences, where it adds value and how to use it responsibly within an education context. Host: <a href="#">Marketing at 43</a></p>
11-11.15am	Break
11.15 - 11.45am	<p><b>Zero Click Results in Search: How to Measure, Report and Inform Your Website Strategy in an AI Search Era</b> 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: <a href="#">Bluestorm</a></p>
11.45-12.15pm	<p><b>What Colleges Think vs What the Data Shows</b> 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: <a href="#">Prospectus+</a></p>
12.15-12.45	<p><b>Student Insights: What's driving the choices your students make?</b> 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: <a href="#">Pathways</a></p>
12.45-1.30 pm	Lunch
1.30-2pm	<p><b>Hot Topic Discussions</b> 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><b>Details coming soon!</b> Host: Clearhead</p>

2.30-3pm	<b>Details coming soon!</b> Host: TBC
3pm	Close

**Exhibitors @Manchester:**

**BLUESTORM**

 clearhead®



 Pathways

**Prospectus<sup>+</sup>**

**STUDENT CRM**