

BIRMINGHAM: Wed 3 June

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>Beyond Personas: Using Synthetic Audiences to Build Stronger College Campaigns 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 actually 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: Marketing at 43</p>
11-11.15am	Break
11.15 - 11.45am	<p>Details coming soon! Host: LDA</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>Designing Content for the Student Journey Most colleges are creating more content than ever. More video, more course pages, more campaigns. But despite that, much of it is still being overlooked. The issue isn't always the quality of the content. It's how it's being used. The same course content is often reused across UCAS, prospectuses and websites, expected to work equally well everywhere. In reality, students encounter that content in completely different contexts, with very different levels of intent. What works in one moment is often ignored in another.</p>

	<p>This session explores how content actually behaves across the student journey, from early exploration through to final decision making. We'll look at what tends to get skipped, what holds attention, and why some formats consistently underperform when they're used in the wrong place.</p> <p>Drawing on patterns seen across FE and HE, this is a practical reframing of content from something you produce once, to something designed for the moment it's experienced.</p> <p>If you've ever felt like your content should be working harder than it is, this will help explain why and what to do differently.</p> <p>Host: Clearhead</p>
2.30-3pm	<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>
3pm	Close

Exhibitors @Birmingham:

