

LONDON: Wed 20 May

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>Everyone Wants an Alumni Network. But Why? Most colleges say they want an alumni network. Fewer can clearly explain what it's for, who it benefits, or how it adds value beyond a mailing list. In this practical and honest session, Steve Hyland and Jo Wilkins share MidKent College's journey to building an alumni network that actually works. It is a story that includes four false starts, plenty of lessons learned, and a shift from ambition to purpose. The session explores the common traps colleges fall into, including launching too early, trying to do too much, and focusing on platforms before value. Steve and Jo will outline how MidKent College reframed its approach, defined success, and built a model that supports student recruitment, strengthens employer relationships, and creates meaningful opportunities for former students to stay connected. 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>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>
12.45-1.30 pm	Lunch
1.30-2pm	<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>
2-2.30pm	Everything You Want to Know About FE Week

	<p>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?</p> <p>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.</p> <p>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>
3-3.30pm	<p>Winning Social Strategies for FE in 2026/27 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:

		
		