



AMCIS

Admissions, Marketing and Communications
in Independent Schools

NEW TO THE SECTOR TRAINING

This course has been created due to feedback from members joining the sector from a commercial background. The Independent Schools sector is very niche and there is no other like it. The acronyms, Associations and even vocabulary are second nature to those in the sector, but confusing to those joining from outside.

This course takes you through the intricacies of working in the sector. It is delivered either on a on-to-one basis or to a team of new employees; indeed financial, operational and HR professionals from outside the sector can also benefit from this head start as to how Independent Schools operate.

How is the Course Delivered?

The course is designed to last half a day and is usually delivered either in your school or in the AMCIS office. The trainer will work through key topics and also make it bespoke for your school, enabling you to focus on areas of specific interest or concern.

Who Delivers the Course?

All our trainers are experienced marketing professionals who have worked in the Independent Schools Sector for several years. They are therefore well placed to not only deliver the content of the course, but also offer an insight from their own personal experiences.

What Course Materials Are There?

Each delegate receives a copy of the presentation, which they may find useful should they wish to train any new recruits in the future, together with a course manual. The manual has been designed to act as a reference guide which can be referred back to. See overleaf for the full programme.

“ *It was great to hear from someone who had been in my shoes, many of the ideas and tips were very simple, but without the training I wouldn't have thought of doing them!* ”

“ *Thank you for coming to see my team today – they have all told me the session was incredibly helpful and worthwhile.* ”

Contact our team to discuss your requirements and what AMCIS can do to help your School
Please email enquiries@amcis.co.uk or call 01653 699800

www.amcis.co.uk



AMCIS

Admissions, Marketing and Communications
in Independent Schools

Content of the Course

The course will be tailor-made to address any particular areas of confusion or concern as required.

The standard course includes:

- Understanding the sector (acronyms/associations/key suppliers explained)
- Useful resources (sector publications/press contacts/key directories)
- Understanding key stakeholders:
 - *Parents (satisfaction surveys/focus groups/internal communications)*
 - *Governors (different examples of governor reports/make up of bodies/councils)*
 - *Staff (engaging with the common room/understanding timetables/crunch points/roles of key positions)*
 - *Pupils (how to usefully engage with them)*
- Key dates in the recruitment cycle (entrance exams/open days/acceptance deadlines)
- Bursaries and scholarships
- Understanding charitable status and public benefit
- Understanding the international market

Costs

For members, if delivered at the AMCIS offices, the cost is £450.

When delivered in house to a team of staff the cost is £450 plus travel expenses for the trainer – we suggest that numbers do not go above eight in order to ensure maximum benefit to those at the session.

The cost of the course for Non Members is £950.

Contact our team to discuss your requirements and what AMCIS can do to help your School
Please email enquiries@amcis.co.uk or call 01653 699800

www.amcis.co.uk