



# AMCIS

Admissions, Marketing and Communications  
in Independent Schools



## ADMISSIONS CPD WORKSHOPS

Valuable CPD  Interactive  Practical Advice  Experienced Tutors

[WWW.AMCIS.CO.UK](http://WWW.AMCIS.CO.UK)

It is widely recognised that the role of admissions in the independent schools sector is far reaching and the skills and expertise required will often depend on the make-up of the Admissions Department. As a result, Part Two of the Diploma in School Admissions Management is structured to allow candidates to focus on the specific areas which are of key interest to them and their school.

## WHAT TO EXPECT

- The individual workshops are each half a day long and facilitate group discussion and the sharing of best practice.
- The course directors have been chosen for their extensive knowledge and expertise.
- Each workshop has an optional assignment attached to it.

## THE VENUE

Online via the Zoom Meetings platform

## THE ASSIGNMENT

An optional assignment is attached to each workshop. However, you are nevertheless encouraged to complete the assignment for use as a working document that can be of on-going help and assistance to your school. You are given six weeks to submit each assignment. Previous successful candidates have indicated an assignment takes approximately eight to sixteen hours to complete. All aspects of the assignment are discussed during the workshop. Course directors mark your assignment and provide useful feedback.

**All assignments must be submitted by the deadline in order that they are guaranteed to be marked and graded.**

## YOUR TIMETABLE

- International recruitment – Thursday 14 January 2027, 09.30 – 12.30
- Retention, recruitment and beyond – Thursday 14 January 2027, 13.30 – 16.30
- Auditing – Thursday 5 February 2027, 09.30 – 12.30
- Structuring your team – Thursday 5 February 2027, 13.30 – 16.30
- Event Management – Thursday 4 March 2027 09.30 – 12.30
- Statistics – Thursday 4 March 2027, 13.30 – 16.30
- The Small Print and the Entrance Procedure - safeguarding, policies, T&Cs, visas, scholarships, bursaries, awards, assessments – Thursday 18 March 2027, 13.30 – 16.30

## THE COST

**AMCIS Members** - £130 per workshop

**Non AMCIS Members** - £240 per workshop

# WORKSHOP CONTENT

## INTERNATIONAL RECRUITMENT

- Auditing your school's status in respect of current and prospective international pupils
- Analysing what makes your school appealing to each international marketplace
- Identifying the best-fit markets for your school
- The handover of international pupils from admissions to academic staff
- Managing the visa sponsorship process (note: the legal obligations will be covered in The Small Print Workshop)

**DURATION:** Half day workshop

**COURSE DIRECTOR:** Kathy Campbell, Company Director, Pair Education



## RECRUITMENT, RETENTION, AND BEYOND

- Parental expectations pre and post enrolment
- Developing parent personas
- Feeder school relationships
- Implementing a retention plan

**DURATION:** Half day workshop

**COURSE DIRECTOR:** Mary Hicks, Former Director of Admissions



# WORKSHOP CONTENT

## AUDITING

- Taking a critical look at your school
- Auditing you and your team
- Aligning and branding your school's communications
- Your online presence

**DURATION:** Half day workshop

**COURSE DIRECTOR:** Mary Hicks, Former Director of Admissions



## STRUCTURING YOUR TEAM

- Is your team structured appropriately to deliver your department's strategic objectives?
- Explore ways to review the roles of those within your team
- Measuring 'productivity v activity' and identifying training requirements
- Explore ways in which the wider school community can support the Admissions Department
- How to engage the support of academic staff in recruitment activity

**DURATION:** Half day workshop

**COURSE DIRECTOR:** Kathy Campbell, Company Director, Pair Education



# WORKSHOP CONTENT

## EVENT MANAGEMENT

- Why do events?
- Planning and execution
- When pupils do the talking
- Measuring success

**DURATION:** Half day workshop

**COURSE DIRECTOR:** Mary Hicks, Former Director of Admissions



## STATISTICS

- Database and dashboards
- Is our data telling us what we want to know and identifying 'red herrings'
- Gathering data that meaningfully reflects your activity and represents performance
- Predicting future results with confidence

**DURATION:** Half day workshop

**COURSE DIRECTOR:** Kathy Campbell, Company Director, Pair Education



# WORKSHOP CONTENT

## THE SMALL PRINT - SAFEGUARDING, POLICIES, T&Cs, VISAS AND

- Scrutinising policies, T&Cs, safeguarding, visas
- Sharing information and adding value
- Are your agent contracts fit for purpose?
- Where should the information be published and is it user friendly

**DURATION:** Half day workshop (inc. Entrance Procedure)

**COURSE DIRECTOR:** Kathy Campbell, Company Director, Pair Education



## THE ENTRANCE PROCEDURE - SCHOLARSHIPS, BURSARIES, AWARDS, ASSESSMENTS

- Does your scholarship / bursary programme support your recruitment objectives?
- How do we assess pupils? Are our entrance tests fit for purpose?
- How do you provide feedback to candidates?
- Managing disappointment and waiting lists

**DURATION:** Half day workshop (inc. Small Print)

**COURSE DIRECTOR:** Mary Hicks, Former Director of Admissions



# CONTACT

Melissa Huntsman, Events and Training  
Manager

**Telephone:** 01653 699800

**Email:** [melissa@amcis.co.uk](mailto:melissa@amcis.co.uk)

**Address:** AMCIS, 57A Market Place, Malton, North Yorkshire, YO17 7LX

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