



AMCIS

Admissions, Marketing and Communications
in Independent Schools

AMCIS CERTIFICATE IN ADMISSIONS MANAGEMENT

**Two day residential course
leading to a qualification highly respected
in the independent schools sector**

*A formal qualification for people involved in
admissions management in independent schools*

*Designed to cover best practice across the
many different stages of the admissions process*

Why do we need a Certificate in Admissions Management?

The admissions role has become increasingly complex, requiring specialised skills and competencies, and yet no formal training had previously existed to prepare personnel for the demands of the role. AMCIS commissioned established trainers in admissions management and customer care, to fill the gap with this training programme which has been running for over 10 years and remains the *'gold standard'* for personnel in these roles. It is extremely popular and early booking is recommended.

Who should Attend?

The Certificate is designed to equip admissions personnel with an in-depth understanding of the process and provide a framework within which to manage effectively the success of their school's admissions programme. It is also an opportunity to assess their own skills for the role and take time out to examine new ideas and approaches.

This course, therefore is suitable not only for those new to the admissions role, but also for those with experience who wish to expand their knowledge, or perhaps those who have taken on an increased admissions responsibility and need to develop their skills. Registrars with a specific marketing brief should also consider attending the AMCIS Diploma course.

What is the Format of the Course?

This will be a two day residential *'workshop style'* course using a variety of training styles, including case studies and group activities to uncover and expand upon *'best practice'* in every aspect of the admissions process from first contact to successful pupil placement.

The numbers will be restricted to a maximum of 24 delegates in order to create a comfortable environment where everyone will have the opportunity to get to know each other and can feel at ease discussing new ideas and trying new techniques.

The Assignment

The assignment will involve the development of an admissions plan for the delegate's own school. Successful candidates have indicated that this takes 3-5 working days to complete in order to meet the standard required of a professional qualification. All aspects of the assignment will be discussed during the course and the course leaders will be available to provide further guidance during assignment completion. The Certificate will **NOT** be awarded if the Assignment is not completed and submitted on time.

"Thank you for providing an outstanding course and the opportunity to meet likeminded people who all want the best for their schools."





"What a highly professional and informative course you run. I have thoroughly enjoyed the great mix of listening, learning and practical sessions."

What will I need to Prepare before the Course?

Prior to the course, each delegate will be asked to provide more information on their specific role and personal goals. This is important information to enable the trainers to determine the level of expertise and personal requirements.

Delegates will also be asked to complete a sheet of *"Frequently Asked Questions"* which will be used as the basis for one important section of the course.

The Sessions

DAY ONE

Session 1

The focus will be 'customers', exploring the admissions journey from the first contact through the many touch points that each family will experience. The emphasis will be on managing the customer relationship, recognising and responding to the family's needs and making the right impression.

Session 2

This session will address the more practical requirements of the modern admissions office with particular reference to the role of admissions in marketing, the impact they have on each other and measuring and monitoring success.

At the end of the day there will be time to take advantage of the hotel facilities which include a small gym as well as the opportunity to catch up with other delegates.

Although there is no formal agenda for the evening, all delegates are expected to attend the dinner and use the opportunity to get to know each other better and take part in informal discussions.

DAY TWO

Session 3

Having established what our customers are looking for, during this session delegates will examine the most effective ways of achieving this. The morning session will enable delegates to examine the finer points of verbal communication, assess their own strengths and develop strategies to enhance their communication skills.

Session 4

This session will look at all types of visits from the family tour to open days and entrance exams, exploring their purpose and developing ideas for the most appropriate ways of communicating what the school is really about.

Session 5

The demands of the role require expert time management; this session will examine ways to help achieve this.

Session 6

The final session will provide delegates with the opportunity to review the learning from the course and prepare for their individual assignments.



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AMCIS was founded in 1993 to bring together individuals responsible for marketing, admissions and communications in their schools. AMCIS services are available to all staff responsible for these functions at all levels in our member schools, whether full-time admissions or marketing professionals, part-time assistants, registrars, admissions managers, heads, governors or bursars.

The aim of the Association is to encourage and support our members in best practice in marketing, admissions and communications. We hold a two day annual conference, regular training seminars and regional networking lunches, publish newsletters and keep our members up to date with news and information.

The Association has over 500 school members.

Find out more at www.amcis.co.uk

Venue

Needham House Hotel, Little Wymondley, Hitchin, Hertfordshire, SG4 7JJ needhamhouse.co.uk

The hotel benefits from spa and gym facilities. It is located very close to the A1(M) and is a ten minute taxi ride from Stevenage station. The costs of the course include all meals and refreshments and an overnight stay.



Contact

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