



AMCIS

Admissions, Marketing and Communications
in Independent Schools



2022 AMCIS / IAPS Prep School Seminar

Wednesday 26 January 2022

Programme

9.45	Registration
10.00	Welcome
10.05	From Blank Canvas to Big Picture Andrew Nott IAPS Chairman In the opening session, Andrew will take an in depth look at what to consider when putting together a coherent marketing strategy for your school. Andrew will draw on his background of 20 years as a prep school head - where rolls in the two schools he led grew by 40% - together with his work as chairman of the largest independent school association in the UK as well as his experiences as a school governor, educational consultant, and parent of five children
10.50	Looking ahead with lessons learnt from lockdown Ben Evans Headmaster, Windlesham House School Marketing a closed school during a pandemic has not been easy for any of us but at Windlesham House School creativity and thinking outside of the box produced new and innovative ways of promoting their school, many of which will form a part of their Marketing Strategies in the future. This session showcases some of those new ideas and initiatives that helped to ensure a healthy pupil roll this September.

11.30

Coffee

<p>12.00</p>	<p>Keeping our pupils safe online: How safeguarding and social media marketing should work hand-in-hand</p> <p>Emma Fell Director, Attenger Digital</p> <p>In this session Emma will take an in depth look at how to market your prep school while keeping pupils safe, and parents informed.</p>
<p>12.40</p>	<p>Networking Lunch</p>
<p>13.40</p>	<p>Leading a small department (possibly of just 1) – making your time and budget work for you and your school</p> <p>Ruth Thorogate Marketing Manager, The Mall School</p> <p>In this session we will explore the challenges of dwindling birth rates and attracting millennial parents, coupled with the impact of Covid, on small prep school marketing departments. What should we now be focussing our time and budgets on and how can we get our colleagues to support change.</p>
<p>14.25</p>	<p>ISC Research & Data: Trends and Statistics for Prep Schools</p> <p>Jonathan Parkes Head of Research, Independent Schools Council</p> <p>Jonathan will be diving into the vast bank of information held at the Independent Schools Council (ISC), sharing important insights and trends of interest to anyone concerned with marketing, communications, admissions and strategic development of a prep school. Using recent public conducted poll findings, Jonathan will address key questions such as is the sector growing and where will our future pupils come from. Jonathan will identify both opportunities and challenges for prep schools.</p>
<p>15.05</p>	<p>Coffee</p>

<p>15.30</p>	<p>Data Driven Decision Making – Using research to inform admissions and marketing</p> <p>Rachel Hadley Leonard Director, RHL Consulting</p> <p>This thought-provoking session considers why schools should be trying to establish who their target market is, how it has changed, and more importantly, what their prospective and current parents want. Looking at a variety of research methods including focus groups, telephone research, surveys and data insights, we consider how to make research an integral part of our leadership and marketing strategy whilst improving stakeholder advocacy.</p> <ul style="list-style-type: none"> • Data driven strategic decision making • How do we know what our parents want? How to listen to your stakeholders • Matching research methods to your school • Running focus groups • Encouraging parent advocacy
<p>16.15</p>	<p>Close</p>