

2nd COBIS Conference for Marketing, Development and Admissions Staff

Stakeholder Engagement: The Past, The Present and The Prospective

23-24 April 2015

Draft Programme

Thursday 23rd April 2015

Time	Topic	Presenter
8.45	Pick up from Hotel	
9.00	Registration / Coffee	
9.15	Start / Welcome	COBIS / DC
9.45	Key note address: Media Relations / Engagement – How to proactively get publicity for your school	Jennifer Hardie, CEO, International School of Communication
11.00	Break	
11.20	Session 1: Marketing & Admissions – much more than just PR & Advertising The Challenges & Opportunities arising from establishing and running a Development Office in an International School & WebAlumnus	Clive Pierrepont, Director of Communications, Taaleem Cecilia Handel, Director of Development, Tanglin School & Ian Hunter, WCBS
12.30	Lunch	
1.15	Session 2: The ‘Customer Journey’ and ‘Visitor Experience’ Fund Raising and the Importance of Emotional Engagement	Tracy Tigchelaar, British School of the Netherlands Nick Pettingale, Ellesmere College
2.30	Break	
2.50	Delegate Case Studies	Delegates
4.00	Tour of School	
4.30	Finish	
7.00	Leave hotel for Conference dinner	
7.45	Dinner Cruise Boarding	
8.30	Dinner Cruise	
11.00	Return to Hotel	

Friday 24th April

Time	Topic	Presenter
8.30	Pick up from Hotel / Coffee	
9.00	Key note address: BUSTED: Social Media Myths. Why your school should be tweeting	Simon Noakes, Interactive Schools
10.30	Break	
10.50	Session 3: Creating a Social Media Blueprint for your school Getting value and success from School Films in the world of International Education	Simon Noakes, Interactive Schools Miles Latham, Affixxius
12.00	Session 4: Parent Engagement: Are you talking to your parents effectively Alumni – Friend Finding	Simon Noakes, Interactive Schools Fiona McKenzie, President of Alumni Association, Rugby School & Gabbitas Education
1.00	Lunch	
1.45	Session 5: Strategies for Engaging Users Online Successful Alumni Events	Brooke Peterson, Finals site Dubai College
3.00	Break	
3.20	Session 6: Open Days – Best Practice Using Technology to improve development campaign engagement	Dubai College Simon Noakes, Interactive Schools
4.30	Plenary & Conference Close	
5.00	Finish	