



**COBIS** | COUNCIL OF  
BRITISH  
INTERNATIONAL  
SCHOOLS



COBIS Conference for

# **Marketing, Development and Admissions Staff**

## **Stakeholder Engagement: The Past, The Present and The Prospective**

23-24 April 2015

Dubai College, United Arab Emirates

**A two-day training and networking event for staff in British International Schools with responsibility for Marketing, Development or Admissions**

### **Sessions on:**

- Marketing and Admissions for British International Schools
- The Customer Journey
- Alumni Engagement
- Developing Alumni Associations
- Effective Communication with Parents and Stakeholders
- Successful Open Days
- Media Relations for Schools
- School Websites, Films, and Marketing Material
- Establishing a Development Office in an International School

## 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: (a) Marketing & Admissions – much more than just PR & Advertising  (b) 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: (a) The 'Customer Journey' and 'Visitor Experience'  (b) Fund Raising and the Importance of Emotional Engagement	Tracy Tigchelaar, British School in the Netherlands  Nick Pettingale, Ellesmere College
2.30	Break	
2.50	Delegate Case Studies	Delegates
4.00 - 4.30	Tour of School	
6.30	Leave hotel for Conference dinner	
7.45	Dinner Cruise Boarding	
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: (a) Creating a Social Media Blueprint for your school  (b) Getting value and success from School Films in the world of International Education	Simon Noakes, Interactive Schools  Miles Latham, Affixius
12.00	Session 4: (a) Parent Engagement: Are you talking to your parents effectively  (b) Alumni – Friend Finding	Simon Noakes, Interactive Schools  Fiona McKenzie, President of Alumni Association, Rugby School & Gabbitas Education

<b>1.00</b>	<b>Lunch</b>	
<b>1.45</b>	Session 5:	
	(a) Strategies for Engaging Users Online	Brooke Peterson, Finalsité
	(b) Successful Alumni Events	Peter Hill & Debra Harding Dubai College
<b>3.00</b>	<b>Break</b>	
<b>3.20</b>	Session 6:	
	(a) Open Days – Best Practice	Peter Hill, Dubai College
	(b) Using Technology to improve development campaign engagement	Simon Noakes, Interactive Schools
<b>4.30 - 5.00</b>	Plenary & Conference Close	



**Jennifer Hardie, CEO,  
International School of  
Communication**

Jennifer has 20 years' communications and public relations experience advising board level executives, government ministers and officials on how to manage their organisation's reputation. Jennifer is a British - Canadian citizen, who has visited more than 60 countries and in her professional life has lived in Montreal, Brussels, Stockholm, Belgrade, London and Dubai. The International School of Communication (ISOC) is a specialist training company focusing uniquely on communications and public relations. ISOC regularly runs communications training courses for business people in areas such as how to give good media interviews and presentation skills to effective crisis communication management and social media.

More information can be found on: [www.isoc.com](http://www.isoc.com)



**Brooke Peterson,  
EMEA, Success  
Manager, Finalsité**

Brooke has worked with international schools and organisations around the globe to develop their online communication and collaboration strategies. As EMEA Success Manager at Finalsité, Brooke helps bring cutting-edge web design and web software to leading independent schools, colleges, and organisations around the world. Finalsité currently serves over 1000 schools and educational organisations across 60 countries. Brooke lives in Brussels, Belgium.

Connect with Brooke: [linkedin.com/in/brookekealypeterson](https://www.linkedin.com/in/brookekealypeterson)

Find out about Finalsité [www.finalsite.com](http://www.finalsite.com)



**Cecilia Handel, Director  
of Development, Tanglin  
Trust School, Singapore**

Cecilia Handel is Director of Development at Tanglin Trust School Singapore, a non-profit International school, with pupils aged 3 – 18. She joined the school in 2009 and leads the Development team which focuses on Corporate and Alumni Relations. Cecilia holds an MA, Post Graduate Certificate in Education and is a Fellow of the Institute of Chartered Accountants in England and Wales.

More information can be found on: [www.tts.edu.sg](http://www.tts.edu.sg)



**Fiona McKenzie,  
Gabbitas (President of  
Rugby School Alumni  
Organisation)**

Fiona was educated at Rugby and St Andrew's University and has spent 30 years involved in independent education in Australia, the UK and the UAE. Her roles have been varied and have encompassed teaching a range of subjects from Art History to Hospitality, marketing and recruiting and most recently as President of the alumni organisation for Rugby School. Fiona has a comprehensive understanding of how Schools run from experiences as a Head Master's wife and as a Governor at a state primary, a small boarding prep school and Rugby School and now from her role working for Gabbitas as Head of the Dubai office.

Fiona has four children all of whom have been through the independent boarding sector in the UK and universities both in Britain and in Italy.

[www.gabbitas.co.uk](http://www.gabbitas.co.uk)

[www.rugbyschool.net](http://www.rugbyschool.net)

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**Miles Latham,  
Managing Partner,  
Affixius Films**

Miles has had the privilege of working very intensively in the Education Sector since 2007, helping deliver film production projects of a myriad sizes to over 150 schools worldwide. Affixius Films, the film production company he owns and runs, was founded when he was still at school (Ratcliffe College, UK) and continued throughout his academic career that saw him study his cerebral passion, Philosophy and Theology, at Oxford University.

Since then, his work has taken him as far as Colombia, Montenegro, Panama and Switzerland and he has always been driven by a desire to produce engaging, results-driven film that pushes the boundaries of what is considered 'the norm' in the Education Sector. Equally alongside this passion for creative flair is a determination to bring a strategic mindset to any film project and make sure that every Pound, Dollar, Franc or Euro spent delivers value for money.

As much as his passion for filmmaking and education is the main reason he's here, he is equally happy to chat endlessly about rugby, cricket, football and philosophy.

More information can be found on: [www.affixius.com](http://www.affixius.com)

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**Nick Pettingale,  
Director of External  
Relations, Ellesmere  
College**

Nick spent many happy years at Webb Ivory with the motley crew known as the Design Studio joining at 18 in 1972. He married Christine in 1975 and has four fabulous children and five grandchildren. He divorced a few years ago now and is now happily married to Cathy, who also has four children – so a football team has been created. After leaving Webb Ivory in the '80s to study for the ministry, he visited friends in Ethiopia at the time of the '85 famine. After helping to establish two charities in Ethiopia, he ran a UK based charity focussed on disadvantaged young people and was the senior leader of a church in Burton. He then renewed his business career operating at board level in three national and international companies.

In 2005 he got involved with education, funding private education for able kids. He is currently the Director of External Relations at Ellesmere College, in Shropshire and lives in Chester.

He is also a board member of the Institute of Development Professionals in Education. To relax he enjoys the gym, water colour painting, fine wines and cooking, although not all at the same time.

More information can be found on: [www.ellesmere.com](http://www.ellesmere.com)



**Simon Noakes,  
Managing Director,  
Interactive School**

Simon is at the cutting edge of marketing and communications within the international education sector. He is an expert in strategic marketing, thought leadership, social media, brand value, and innovative thinking. Simon does not follow benchmarks. Success can only be delivered through creating new benchmarks and #inspiringschools Simon challenges the traditional methods of communications, and embraces new ways of thinking that align to changes in user behaviour and technological advances.

Simon believes that every school is unique, and technology can help tell their story. Simon continues to be a beacon in the implementation of effective marketing strategies, and has been credited with increasing engagement & brand reach of some of the world's leading British Independent Schools, including: British School in the Netherlands, Alice Smith (Malaysia), NLCS Jeju, Kellett (Hong Kong), English School Kuwait, and many more. Simon is a regular speaker and contributor on the subject of digital marketing, social media and mobile apps - and is a key driver in the future of the #ConnectedSchool.

More information can be found on:

// [subscribe.blog.interactive-schools.co.uk](http://subscribe.blog.interactive-schools.co.uk)

// follow @simonnoakes & @intSchools

// [LinkedIn /simonnoakes](https://www.linkedin.com/company/simonnoakes)

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**Tracy Tigchelaar,  
Marketing &  
Communications  
Manager, British  
School in the  
Netherlands**

Tracy has specialised in education marketing for nearly 20 years. First in the UK in both the FE and independent schools sectors then at The British School in The Netherlands (BSN), where she has headed up the marketing communications and admissions function for the past 13 years. Tracy leads a team of 6 marketing professionals engaged with admissions and external and internal marketing communications across all platforms. The BSN has grown dramatically in recent years and now has around 2,270 students aged 3-18 across 4 campuses in The Hague.

More information can be found on: [www.britishschool.nl](http://www.britishschool.nl)

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**Ian Hunter, Sales &  
Marketing Director,  
WCBS**

Ian Hunter is the Sales and Marketing Director at WCBS. He has brought a wealth of experience to the company, having worked in the education sector for the last sixteen years.

Ian has been one of the driving forces behind recent changes at WCBS. We are now focusing our attention on intensive product development and this summer will mark the beginning of a new era for the company as we move forward with new, innovative software features. The WCBS brand has evolved along with the software, so that it now fittingly represents the modern family of software solutions it offers.

More information can be found on: [www.wcbs.co.uk](http://www.wcbs.co.uk)



**Clive Pierrepont,  
Director of  
Communications,  
Taaleem**

Clive was Director at The Sultan's School in Muscat, Oman where, as part of his role, he oversaw His Majesty Sultan Qaboos's Scholarship Scheme. Previously a Headmaster of a UK school, designated as a National Centre of Excellence, Clive accumulated considerable experience working with students who faced challenges in mainstream education. His activities also included Broadcasting and Journalism, The Round Table Organisation as an Executive Committee Member, Chamber of Commerce Board Member and for his last five years in the UK, Chairman of the regional Head Teachers' Association. As a diversion from academic matters in the UK, he was a partner in several businesses including a restaurant, which achieved national and international critical recognition during his tenure. After leaving the UK, he has been a Board Member of British Schools in The Middle East and BSME conference organiser and founder board member of Outward Bound, Oman. Clive is also part of a mentoring network that works with 'High Achievers' from various industries. Clive joined Taaleem in 2008.

More information can be found on: [www.taaleem.ae](http://www.taaleem.ae)

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**Colin Bell, CEO,  
COBIS**

As COBIS CEO, Colin says it is a privilege working with and supporting talented students, support staff, marketers, admissions and development officers, teachers, leaders and governors from British International schools of global quality spanning more than 65 countries worldwide. Colin has been the CEO of COBIS for four years, leading the organisation through significant growth. He holds many complimentary advisory positions including; Governing Board member of the Geneva English School in Switzerland, Director of the Independent Schools Teacher Induction Panel (ISTip), Member of the International Task Force on Child Protection, Project Board member with the Child Exploitation and Online Protection Centre and Editorial Board member for the British International Schools magazine and World Student magazine.

Prior to COBIS, Colin has taught in the UK, Far East and Europe and has led educational projects, in the UK and internationally, working with the DFE, Teachers International Development Programme - Government Office for London, London Challenge 'Keys to Success' Leadership recruitment - National College, Leadership Succession Planning, Teaching and Development Agency, Teacher Training, International School Development and the London Borough of Richmond upon Thames.

Colin is delighted to participate in the second COBIS conference for Marketing, Development and Admissions Staff and is grateful to our generous hosts, Dubai College plus all conference speakers, delegates, and sponsors for participating in what will be a highly rewarding and memorable professional development programme for all. Colin looks forward to learning from and sharing ideas with colleagues from the COBIS family of schools.

More information can be found on: [www.cobis.org.uk](http://www.cobis.org.uk)





**Natalie Friend,  
Communications and  
Membership Officer,  
COBIS**

Natalie is the Communications and Membership Officer at COBIS, which she joined in September 2013. Natalie oversees all COBIS communications, online and offline, including managing the COBIS website and all social media platforms. Natalie has a passion for digital marketing and recently completed her Professional Diploma in Digital Marketing from the Institute of Direct and Digital Marketing, gaining a Credit. Natalie also manages the growing COBIS webinar programme.

Natalie previously worked in Dubai for Oxford University Press, visiting British international schools to advise on resources and deliver training. Prior to this, she worked for an educational publisher as a Marketing Manager for 6 years.

More information can be found on: [www.cobis.org.uk](http://www.cobis.org.uk)

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**Peter Hill, Headmaster,  
Dubai College**

Peter originally joined Dubai College in 1989 as Head of Social Studies and Head of History. He left six years later to become founding Head of Senior School at the British School Muscat. In 2001 Peter became the Principal of MPW Sixth Form College, Cambridge UK before returning to Dubai College as Senior Master in 2003. In 2010 Peter was appointed Headmaster at Dubai College.

He has overseen a significant growth in student numbers, an extensive campus and curriculum modernisation programme and the strengthening of the Alumni Association. He is a member of the Headmaster's Conference.

The College consistently appears in the top 40 of the various UK League tables based on GCSE and A Level examination performance and its creative, philanthropic and sporting endeavours are world class. The last British Schools Overseas (BSO) Report (2013) stated that 'Dubai College is an outstanding school. It represents the very best of British education whilst, at the same time, respecting and celebrating the local culture in Dubai.' A fantastic testament to the superb student and staff body at 'DC'.

Peter warmly welcomes our speakers, delegates and sponsors to the school and looks forward to engaging with them as we all reflect on how to further deepen and widen our stakeholder engagement. May the next two days be highly professionally rewarding.

More information can be found on: [www.dubaicollege.org](http://www.dubaicollege.org)

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**Debra Harding,  
Headmaster's  
Assistant & Alumni  
Relations, Dubai  
College**

Debra moved to Dubai in 2003 and took up the role of Registrar at Dubai College. After 8 years in this role she became the Headmaster's Assistant. More recently she has also taken on the role of Alumni Relations and has been responsible for organising and promoting initiatives such as the Y13 Business Focused Dinner and the London Networking and Social Event which have both proved very successful. With the rapidly expanding Alumni body both within the UAE and the UK, Debra is keen to re-engage with Alumni and introduce new events to cater for Alumni across all sections.

Debra attended and participated in the inaugural COBIS Marketing & Development Conference in Bucharest last year and also attended the ISBA Conference on 'Establishing a Development Office' earlier this year. She also recently completed the National College of School Leadership Certificate in School Business Management.

More information can be found on: [www.dubaicollege.org](http://www.dubaicollege.org)

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