

# Welcome to the 5<sup>th</sup> Conference for Marketing, Development and Admissions

15 - 16 March 2018, British School of Bucharest, Romania



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British School  
of Bucharest

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## Welcome to Romania and to the British School of Bucharest, for the fifth COBIS Conference for Marketing, Admissions and Development.

In this era of technological development and rapid change in communication, schools need to understand developments and trends whilst also equipping children with the skills necessary to embrace innovation and adapt in the future. They also need to demonstrate this to all the stakeholders with whom they interact.

In the past, the responsibilities of Marketing and Admissions officers largely involved the development of materials that were distributed via print. This has evolved to a vast array of tools and channels including print, social media, websites, e-mail communications, data analysis, direct marketing and strategies that are constantly morphing, with new directions taken and varying associated requirements. Social media also brings significant opportunities and challenges with regular change, new trends or audiences and online conversations about a school taking place in real time and requiring constant monitoring and response.

This is why Marketing, Admissions and Development specialists are an extremely important support in organisations like ours and can help us “to stand out from the crowd”.

We are very honoured, to host this Conference once again, having hosted the first COBIS Marketing Conference in 2014.

The British School of Bucharest, founded in 2000, is a well-established top international private school that provides a comprehensive international education, based on the National Curriculum for England & Wales. Our school serves more than 500 students aged between 2-18, creating a diverse learning community with students representing approximately 50 nationalities. Our core commitment to developing confident, motivated, self-disciplined learners, who can realise their full potential and make a responsible contribution to the world in the coming years is clearly linked to many of the discussions that will take place at this conference. Ensuring that we tell our story as a school convincingly, intelligently and as broadly as feasible is the challenge that we all face. I hope that you will all gain much from the time spent together and that you will enjoy visiting BSB.

*With very best wishes,*  
**Philip Walters,**  
**Headmaster**

# Conference Programme

## Thursday, 15 March 2018

**08:45 – 09:30**    **Arrival, Registration and Welcome Coffee**

**09:30 – 09:45**    **Conference Welcome**

**09:45 – 10:45**    **NUPEH | Opening Plenary – Standing Out from the Crowd**

*Chris Wheeler, Principal, Monkton Combe School, UK*

Having been Head at three schools, Prep, International and HMC UK, Chris has led path in finding ways to stand out from the crowd. Recently re-christened the singing headmaster (for which he can be Googled) Chris seeks ways of helping everyone in the community engage in establishing their voice and singing their song.

He will speak about:

- Building a vision and a team
- Engaging everyone with telling that story
- Presenting the positives
- Making the intangible tangible

**10:45 – 11:15**    **Coffee Break and Networking**

**11:15 – 12:30**    **Break-out sessions – please choose one:**

• **NUPEH | Keeping parents engaged – from initial admissions enquiry, to enrolment, to graduation**

*Danielle Robyn, Double First*

In this practical workshop, we will explore everything from traditional marketing techniques through to digital marketing and social media. Discover the important links between marketing and engagement, in order to boost your admissions, keep your parents engaged and attract students worldwide. This whistle stop tour, through the evolution and revolution of marketing, is a must for anyone looking to improve on school marketing, parental engagement, admissions and alumni involvement.

- **Mirror Room | *Alumni Engagement: How to Create an Alumni Buzz Online***  
*Amy Da Costa, Head of Sales, ToucanTech*

Real life tips and screen shots shared from live alumni communities - compelling news stories, fun travel awards, comment contests, reunion photo galleries, intriguing emails and even a rubber duck competition. You will be inspired by a range of practical ideas for engaging your past pupils.

**12:30 – 13:00**

**School tour**

**13:00 – 14:00**

**Lunch and networking**

**14:00 – 15:00**

**Break-out sessions – please choose one:**

- **NUPEH | *Planning from a Market Perspective: Building Differentiation in International Schools***  
*Dr Stephen Holmes, The 5Rs Partnership*

Many international school Heads and marketers from around the world, find it genuinely difficult to know how to build a Strategic Plan, that provides differentiation, is authentic and can be measured.

Strategic Planning, provides the ideal means to create a common belief, that a School is 'on the move,' with purpose and an ambitious agenda.

All too often, we see in international schools, that strategic planning lacks the analysis required for forward planning and is downgraded to a form of compliance. Bland strategic planning processes, reverberate at many levels and is the direct cause of a lack of differentiation in reputation, between many international schools.

Strategic planning in schools also tends to create noble objectives, but is relatively poor at measuring progress and impact (KPIs). Developing robust, credible performance indicators and metrics (both 'hard' and 'soft'), will increasingly be scrutinised, as schools expand their services and seek stronger stakeholder relationships.

- **Mirror Room | *Data entry and cleaning tips to keep your database tidy and usable for the long-term.***  
*Chris Franklin-Hollier, Head of Data & Training, ToucanTech*

Keeping your database in order is important if you want to run filters and searches in the future, not to mention the GDPR requirements to accurately record consents and easily retrieve all the data you hold about individuals. Our data expert will provide practical steps on how to enter data consistently, how to run 'clean ups' and what to consider when migrating data from one database to another.

**15:00 – 15:30      Coffee Break & Networking**

**15:30 – 16:45      NUPEH | Starting Points**

Short presentations from delegates, as starting points for sharing best practices on topics including: school tours, event management, admissions, marketing collateral, etc.

**16:45                Conference Close**

**19:30                Conference Dinner at Caru' cu Bere, Bucharest**

## **Friday, 16 March 2018**

**08:30 – 09:00      Arrival, Registration and Welcome Coffee**

**09:00 – 10:00      NUPEH | Opening Plenary – Building a world class reputation in an international School**  
*Dr Stephen Holmes, The 5 Rs Partnership*

The reputation of an international school constitutes its most valuable asset –nothing is more important than building, managing and evaluating reputation. Yet, there is a genuine lack of robust evidence and coordinated responsibility in schools to build, manage and evaluate reputation.

A strategic approach to reputation is increasingly relevant to international schools and should now be a formal management and Board function and hence, shape future strategic priorities. How? Reputation requires a strategic approach that closely aligns with what a schools says (its marketing) with what it does (reality in delivery).

Key areas covered include:

- What is reputation and what is a good reputation to teachers, parents and students?
- The need for reputation management in international schools.
- A robust tool to develop, manage and evaluate reputation in an international school.
- Internal and external strategies that international schools can use to build reputation, including word of mouth referral.
- Key metrics to measure (monitor) reputation.

**10:00 – 11:00**    **Break-out sessions – please choose one:**

- **NUPEH** | ***“The #SchoolWebsite is DEAD! Where should you be focussing your time?”***  
*Simon Noakes, Interactive Schools*

Schools spend a lot of time focussing on their school’s website, but are missing out on being effective across every other channel and “window” where your stakeholders hang out. Your website is just ‘one window’. An important window, but just one nonetheless. As new technologies emerge, and the Internet of Things (IoT), connects everything from your TV to your fridge, the only thing that will connect these contrasting windows is content/data. Learn how to create an effective #ContentStrategy, which will save you time in admissions, marketing or communications.

- **Mirror Room** | ***Integrating Development and Fundraising into your School’s Strategy***  
*Gavin Mann, Director of Development, Haileybury*

Speaking from his own experience of taking over a vacant position and re-integrating fundraising into the College’s strategy, Gavin will highlight some of the issues that can be expected during the early days of setting up a development office. He will also outline some solutions to the difficulties that may present themselves.

**11:00 – 11:30**    **Coffee Break and Conference photo**

**11:30 – 12:30**    **Break-out sessions – please choose one:**

- **NUPEH** | ***How to create an award winning film and get over 50,000 views***  
*Charlie Gauvain, Eye Film*

This session deconstructs an award winning school film and how it subsequently received over 50,000 views in a matter of weeks, with an advertising cost of less than £650. The session will also examine what makes a strong marketing film for your school, what length it should be, which platforms should you use to distribute it on and how can you attract an audience. Given the speed of change and the extent to which video is now being used, the session will show how material can be repurposed to produce new content and discuss what school films can and should cost.

- **Mirror Room | *Future trends in international admissions***

*MacKenzie Hovermale, OpenApply Director, Faria Education Group*

Based on his frequent interactions with international admissions offices, the trends that MacKenzie sees emerging in the next 10+ years are the disappearance of forms, increased emphasis on data protection and others. We will find out more about this from MacKenzie.

**12:30 – 13:30    Lunch and networking**

**13:30 – 14:30    NUPEH | *#ContentShock: how will Gen-Z find your school online in the future?***

*Simon Noakes, Interactive Schools*

The rate of content production has far surpassed the rate in which humans can consume content. This intersection is known as #ContentShock - and it is getting worse every day. Humans are lazy by design and we are driven to do things by complex, but innate, biology that makes us human.

Technology is a great enabler, but are we all becoming slaves to it because we do not understand people? We buy the latest technology in the hope that it enriches our lives and in many cases it can. But with so many new channels, platforms and 'windows' being connected to the internet every day, both the content producer (you/schools) and the consumer (prospects/parents), are finding it harder to find the right content, at the right time, within the right channel. We too often rely on Google to serve us the results we desire, but human nature dictates that we look no further than the first page of results! Can you trust that this is the best content available and is it consumable in a way that is fitting of the trailing generations? Doubtful!

Will machine learning and artificial intelligence bridge this gap? How do Marketing & Admissions departments in International Schools put the right foundations in place now? Or, are you happy being stuck 'chasing content' like #BusyFools!

**14:30 – 14:45    Conference conclusion and thank you**

*Margaret Garrard, Director of Operations & Deputy CEO COBIS*

## About the speakers



### Chris Wheeler

*Principal, Monkton Combe School, UK*

Chris Wheeler is the Principal at Monkton Combe School, since January 2016. He previously served as Principal and CEO at Hillcrest International Schools in Kenya, Headmaster at St Christopher's, Hove, and has also previously served as Deputy Head, Housemaster (day and boarding) and Head of English. Chris continues to teach English and Drama and is passionate about innovative and inspirational education, whether seeking effective ways to use technology to enhance classroom practice, developing ever stronger ways to take a proactive approach to pastoral care or forging international links, to ensure pupils have a genuinely global outlook.

Chris is an ISI Team Inspector, has been an examiner at GCSE and A-level and often speaks at churches and chapels across the country. When not doing any of these things, he likes to take to the hills with his paraglider or heads off to the Alps to snowboard; in quieter moments he walks his dogs or reads a good book.



### Danielle Robyn

*Double First*

Danielle is an academic research author in human behaviour and motivation. After a short teaching and lecturing career, Danielle now works as a Marketing Consultant in the private education sector. With a First Class Honours degree in Management and Marketing, as well as a background in teaching and learning, Danielle works with groups of various sizes to advise on school marketing, brand awareness, social media and professional development



### **Amy Da Costa**

*Head of Sales, ToucanTech*

Amy has met hundreds of schools internationally and understands the challenges of building alumni engagement - particularly when your former students are geographically dispersed. Amy manages all the new customer sign-ups and market development for ToucanTech and is an active community and youth group volunteer.

Amy's presentation will outline ways to build a strong alumni community and at the same time grow current interest.



### **Dr Stephen Holmes**

*Principal and Founder of The 5Rs Partnership ([www.5rspartnership.com](http://www.5rspartnership.com))*

Dr Stephen Holmes is widely regarded to be the most experienced, credentialed consultant/facilitator in the world, in the related concepts of strategy planning, market positioning and reputation management, for the education sector.

Stephen is the only full-time practising consultant in the world with a PhD in the specific field of education marketing and reputation. In the late 1990s, Stephen significantly defined the role of a responsive approach from schools and their systems, via the 5Rs framework (recruitment, retention, referral, relationships and reputation) in his seminal PhD study on creating a market facing or responsive orientation for the education sector.

Now based in Asia, Stephen has since consulted, researched, published and spoken globally with schools, colleges and universities at the highest levels, with an unmatched client base in breadth and depth spanning three decades. Research evidence has always informed his practice, something that helps to forge trust with education sector clients globally.



## Chris Franklin-Hollier

*Head of Data & Training, ToucanTech*

Chris runs the data and training team at ToucanTech, overseeing data strategy, imports, analytics and training for new customers. He has worked on 50 major data migration projects in the last year, helping schools to clean up and transfer data to new databases.

Previously Chris worked for Kantar, managing customer reporting.

Chris's insight in data strategy, analytics and training will be a real gain for all the participants at the conference.



## Simon Noakes

*Founder & CEO Interactive Schools*

Global Speaker on the #FutureSchool, Social Media, Schools Marketing & Founder of Interactive Schools. Simon's global experience and passion for strategic marketing, thought leadership, brand values, new technology and innovative thinking, is transforming schools around the world.

Change, is the only constant, and schools should stop just talking about 'being outstanding' and focus on being STAND-OUT.

Simon does not follow benchmarks. Success can only be delivered through creating new benchmarks and #InspiringSchools. Simon believes that every school is unique and wants to help them tell their own #SchoolStories. Simon challenges the traditional methods of communication and embraces new ways of thinking that align to changes in user behaviour and technological advances.



### **Gavin Mann**

*Director of Development at Haileybury*

Gavin Mann has been the Director of Development at Haileybury since April 2017, with overall responsibility for setting and delivering the College's development programme and embedding fundraising and philanthropy throughout the College's community and beyond.

Before this role, Gavin was the Development Manager at North London Collegiate School, in a well-established development and alumni department. At NLCS, Gavin played a major role in the School's fundraising and Development activities, with responsibility for identifying and securing new business, stewarding relationships and also launched the School's first Annual Fund campaign.



### **Charlie Gauvain**

*Eye Film*

Charlie began his career in 1994 as an intern, working in feature films in the USA. Initially working as a producer and director's assistant on low budget feature, before moving onto 20th Century Fox's Independence Day in New York, as a location's assistant. On returning to the UK, Charlie established his own production company and produced/directed his first short film, which was picked up by Sky Movies as part of their short film showcase.

Since then, Charlie has produced, executive produced and series produced over 100 hours of documentary and drama for C4, ITV, BBC, Five, UKTV, Crime and Investigation and Animal Planet.

Throughout his career, Charlie has worked with students, schools and colleges to help find, nurture and create the next generation of filmmakers. Charlie now runs short training courses for staff and pupils, on how to create video content. He is passionate in his belief, that schools should work with their students to create video content, which can benefit the school, the local community and most importantly the staff and pupils. Eye Film, is a production company based in Norwich in the UK, but operating worldwide. Eye Film have been a supporting member of COBIS for nearly four years, working in the Netherlands, Rome, Japan, China and now Romania.



### **MacKenzie Hovermale**

*OpenApply Director, Faria Education Group*

MacKenzie is the OpenApply Director at Faria Education Group, a leading provider of information systems for international schools, currently supporting over 2,400 schools worldwide.

Since joining Faria, MacKenzie has helped over 100 schools take their admissions online with OpenApply. She has worked with hundreds more through conferences, workshops and publishes the International Admissions Bulletin; spreading admissions best practices throughout the international school community.



### **Margaret Garrard**

*Director of Operations & Deputy CEO COBIS*

Margaret oversees the day-to-day business operations at COBIS and acts as Deputy CEO. Before joining COBIS, she worked in a leadership capacity at a publishing and events organisation, providing CPD and school improvement services for over 5000 schools in the U.K and internationally. Prior to this, she held a number of event R&D, marketing and communication roles and has trained as a professional facilitator. Margaret is passionate about continued professional learning and supporting the development of networks between education professionals, to share best practice.

## Notes:

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British School  
of Bucharest

British School of Bucharest  
Early Years Foundation Stage / Primary / Secondary  
42 Erou Iancu Nicolae Street, 077190, Voluntari, Ilfov County, Romania

Telephone: + 40 21 267 89 19, +40 728 133 432, +40 728 133 433  
Fax: +40 21 267 89 69 E-mail: [office@britishschool.ro](mailto:office@britishschool.ro)

**[www.britishschool.ro](http://www.britishschool.ro)**

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