

# COBIS CONFERENCE FOR MARKETING, DEVELOPMENT AND ADMISSIONS STAFF

## Telling Your Story (and getting it heard!)

March 21<sup>st</sup> - 22<sup>nd</sup> 2016  
The Prague British School, Czech Republic





# Pre-conference Cultural Day Tour

Sunday, 20<sup>th</sup> March

The Pre conference day gives delegates a chance to meet each other in a relaxed and enjoyable environment. There will be a morning trip to the beautiful Karlštejn castle, just outside Prague, followed by lunch in the historic village below the castle. We return to Prague in the afternoon where there will be a guided tour of the old town.



## Programme

9:00 Bus collection from the Corinthia Panorama hotel

10:00 Arrival to Karlštejn town

10:50 Entry to the Karlštějn castle

11:05 Guided Tour of Private and representative halls of the Holy Roman Emperor Charles IV of Karlštějn Castle

Tour includes historical interiors of the Imperial palace and the lower floors of the Marian tower with valuable equipment of 14th to 19th centuries. (Courtier's Hall, Hall of Knights with chapel of St. Nicolas, Chapter Deanery, Royal Bedroom, Audience and Banquet Halls, Hall of Ancestors, Treasury and Jewels Hall, former castle prison).

Tour takes approx. 50 - 60 minutes.

13:00 Lunch Buffet at restaurant U Adama

15:00 Departure from Karlštějn to Corinthia Panorama hotel

16:00 Optional Transport to the Prague's downtown for the guided tour from Malostranské square to Wenceslas square – metro station.

All participants will receive a guide book with shops, restaurants and other tourist attractions in this area and map of Prague's downtown and ticket to the public transport.

# Conference Programme

Monday, 21<sup>st</sup> March

08:00	Bus collects delegates and speakers from Corinthia Panorama Hotel		
08:30	Arrival/Registration Welcome <b>PBS/COBIS</b>		
08:45 - 09:30	Keynote: Unlock your potential <b>Jan Mühlfeit</b> Auditorium		
	Auditorium		PAC
09:35 - 11:05	Are We Ready for a Major Fundraising Campaign? <b>Ian McLean</b>	Sales for Non Sales people <b>Jon Rowley</b>	
11:05 - 11:25	Coffee		
11:25 - 12:55	How to Create a Video Marketing Strategy for your school <b>Charlie Gauvain</b>	Establishing an alumni relations programme <b>Laurie Hindley</b>	
12:55 - 13:50	Lunch		
13:55 - 15:25	Social Media Trends: What your school should know <b>Geeta Rajaraman</b>	Potential and current parents and the school's VLE <b>Mark Haskins</b>	
15:25 - 15:45	Coffee		
	C105	C109	C107
15:45 - 16:30	Group discussion on Fundraising	Group discussion on the Family visit	Group discussion on Social Media
16:30	Finish - return to Corinthia Panorama Hotel		
19:00	Bus collection from Hotel for Conference dinner		
19:30 - 22:30	Conference Dinner at restaurant Občanská Plovárna		
22:45	Return to Hotel		

# Conference Programme

Tuesday, 22<sup>nd</sup> March

08:15	Bus collects delegates and speakers from Corinthia Panorama Hotel		
08:45	Arrival and Welcome		
	Auditorium		PAC
09:00 - 10:30	Creating a Family Journey <b>Geeta Rajaraman</b>	Building a loyal alumni community <b>Laurie Hindley</b>	
10:30 - 10:50	Coffee		
10:50 - 12:20	How to engage your students to produce school videos <b>Charlie Gauvain</b>	Cross Cultural Communication <b>Jennifer Preston</b>	
12:20 - 13:20	Lunch		
13:20 - 14:50	The steps to secure donations that make a real difference! <b>Ian McLean</b>	Crisis Communications <b>Věnceslava Šlechtová</b>	
14:50 - 15:10	Coffee		
	C105	C109	C107
15:10 - 16:00	Group discussion on structure and responsibility of department	Group discussion on how to integrate the department into the fabric of the school	Group discussion on TBD
16:00 - 16:15	Conference close		
16:15 - 16:45	Optional tour of PBS		
16:15	Bus to the Airport via Corinthia Panorama hotel		
16:50	Bus to the Corinthia Panorama hotel		

# Conference Speakers

## Charlie Gauvain

**Managing Director**

**Eye Film**

Charlie graduated in Film and Media from Stirling University in 1994 before working in feature films in the USA, including Independence Day in New York.

Since then Charlie has produced over 100 hours of television.

In 2012 Charlie established the UK's first 'Learning Company', where students work 9-5, 5 days per week. Working on professional briefs the students produce content for real clients.

Charlie runs short training courses for staff and pupils on creating video content. He believes all schools should work with their students to create video content thereby benefit the school and, most importantly, the staff and pupils.



## Mark Haskins



**Data Manager**

**The Prague British School**

Mark Haskins is from Cornwall, UK, and has worked as an ICT and Computer Science Teacher for over decade in Europe and the Middle-East. During this time he has become more involved with how schools use ICT Systems to achieve different goals and as a result has worked in different Senior Leadership teams on a variety of projects; more often than not they involve either MIS or VLE and how to integrate the two. Outside of school Mark is a keen guitarist, rower enthusiast and a committed family man.

## Laurie Hindley

### Director of Development Dulwich College

Laurie Hindley joined Dulwich College in March 2015 as director of development.

Before moving to Dulwich, Laurie spent 10 years at The American School in London, in progressive roles in the Advancement Office including Director of Alumni Relations, Director of Annual Giving, and Director of Capital and Planned Gifts. A graduate of Princeton University, Laurie began her career in education teaching History at Regis High School in New York City. A frequent CASE and ECIS presenter and volunteer, Laurie believes in sharing good practice, and making an excellent independent education more accessible, one donor at a time.



## Ian McLean



### School Development Management

Ian has been a leader in the independent school development profession for over 26 years in the UK, Australia and Europe, working for notable schools managing programmes that have generated substantial funds from all over the world and developed closer, more supportive school communities.

He operates his own development management company, providing 'hands-on' guidance & direction, recruitment, mentoring and all aspects of development & fundraising, to a variety of schools in the UK and Europe.

He has been awarded Fellowship of both IDPE and Educate Plus (formerly ADAPE). He is a frequent speaker at UK and international conferences including regular HMC seminars for Heads as well as COBIS and SGIS seminars for international schools.

## Jan Muhlfelt

### **Ret. Chairman Microsoft Europe Global Strategist & Coach**

Jan is global strategist, coach and mentor. His personal mission: "I help individuals, organizations and countries around the world to unlock their human potential". Jan has a proven record in building successful teams and organizations in his almost 22 years long career in Microsoft, where he served in different executive positions. In his last role (2007-2014) he was as Chairman Europe, Microsoft Corporation.



Jan is a well-regarded global speaker at WEF, OECD, EC, EP, Harvard, INSEAD, Cambridge, and Economist events. Jan has been interviewed by CNN, CNBC, Bloomberg, Financial Times, New York Times and WSJ.

## Jennifer Preston



### **HR Consultant & Certified Professional Coach**

Jennifer has had over 20 years' experience in HR roles within global companies including Accenture, General Electric, Virgin Media, Barclays plc and Genus plc. Before creating her own HR consultancy in 2013, she was Regional HR Director, Asia for Genus plc where she spent 3 years in Shanghai helping build the business and developing a successful leadership team.

She is an experienced leadership coach, with extensive talent and development expertise & an organisational change specialism. She has enjoyed working across different sectors and cultures (living in 5 different countries and working across 10, globally). Jennifer's consulting and coaching business works with a variety of international clients including Tesco, Accenture & Boehringer Ingelheim. She is writing the second novel in her young adult science fiction trilogy.



## Geeta Rajaraman

### Web Solutions Analyst

#### Finalsite

Geeta Rajaraman has extensive international communication experience that spans network television, multinational corporations, and most recently, the International School of Luxembourg. She currently works on the Finalsite support team helping international clients across the globe. Her skills in the digital and technical communications arenas are invaluable to schools looking to boost their presence online, streamline processes, and engage with their communities in the social media sphere - all with an eye towards international schools' unique needs. In her spare time, she volunteers for international organizations like Croix Rouge (Red Cross), and enjoys travelling to new countries and having new cultural experiences.



## Jon Rowley



### Sales and Negotiation Skills

#### TrainEQ,

Jon has spent 30 years in sales roles in industry and commercial finance. He managed large sales teams to the level of Sales and Marketing Director for a commercial banking subsidiary of Barclays Bank, and also ran his own Trade Finance brokerage for several years in the UK. Since 2011 Jon has chaired the Education working group and acts as 2nd Vice Chair for the British Chamber of Commerce in the Czech Republic.

Jon has worked with dozens of businesses in many different industries. He is looking forward to finding out whether we in the private education sector can use the well proven approach of “consultative sales” that we know works well in the business world, to help all those people in a “sales” role in a school.

## Věnceslava Šlechtová

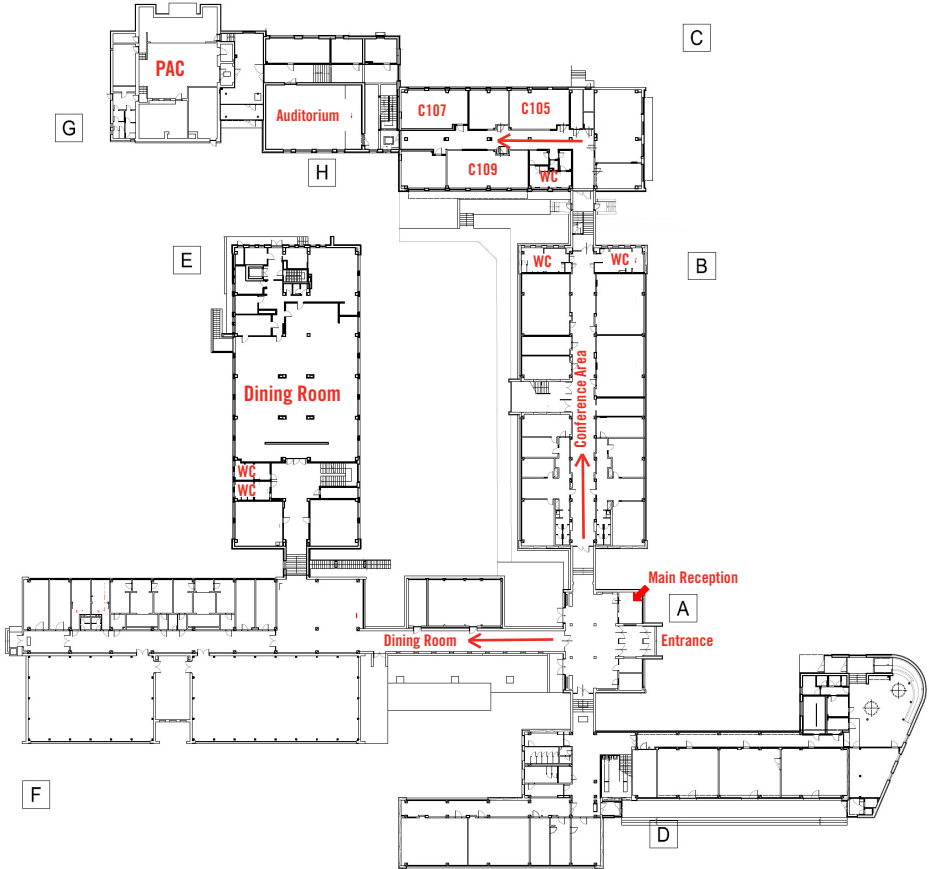
### Communication, PR & Marketing Manager

Věnceslava has a degree in Media studies and extensive experience in PR and communication. She has experience working on both the PR agency and client side in communications, having worked with many major international accounts. Věnceslava focuses on corporate and crisis communication in the Czech Republic and general media communication in European countries. She also runs Media communication classes for Master's Study Programs students at Charles University, Faculty of Humanity Studies.



# School Map

## Ground Floor



# Conference Area

## GROUND FLOOR



## FIRST FLOOR



# PRAGUE COBIS CONFERENCE 2016



This COBIS Conference proudly supported by:



SCHOOL WEBSITE

