

## COBIS Conference for Marketing, Development and Admissions Staff

25-26 April 2019 | Haileybury Astana, Kazakhstan

<b><u>Thursday 25 April</u></b>			
<b>08.00-08.15</b>	Buses Pickup from Hotel		
<b>08.30</b>	Registration / security		
<b>08.40</b>	<b>Welcome refreshments</b>		
<b>Session 1 09.00</b>	<p><b>Conference opening - COBIS representative</b> <b>Welcome – Mark Smith, Headmaster at Haileybury Astana</b></p> <p><b>Organisational strategy</b> <i>Ian Hunt   Chairman of the Board of Governors, Haileybury Astana and Haileybury Almaty</i></p> <p><b>Certain Uncertainty in the Digital Era: How It Shapes Business and Influences Marketing Decisions</b> <i>Erlan Ospanov   CEO, Verry Capital Group</i></p> <p><b>Discussion on Strategic Marketing</b> <i>Dr. Patrick Duparcq   Dean, Nazarbayev University Graduate School of Business</i></p> <p><b>Panel moderated Q&amp;A</b></p>		
<b>11.15</b>	<b>Refreshment break</b>		
<b>Session 2 11.30</b>	<p><b>Marketing Positioning: Where do you stand in the market?</b> <b>Tools and techniques to audit your school's position against the competition</b> <i>Denry Machin   Dragonfly</i></p>		
<b>13.15</b>	<b>Transport to Haileybury</b>		
<b>13.30</b>	<b>Lunch at Haileybury</b>		
<b>14.00</b>	<b>School Tour</b>		
<b>14.30</b>	<b>Transport to Forte</b>		
<b>14.45</b>	<b>Refreshment break</b>		
<b>Session 4 15.00</b>	<table border="1"> <tr> <td> <p><b>Neuromarketing: Manipulation or Winning Minds?</b> <i>Olga Abdrakhmanova   Director of Corporate Communication, Verry Capital Group</i></p> </td> <td> <p><b>Admissions Vs Marketing: Which Matters Most?</b> <i>Denry Machin   Dragonfly</i></p> </td> </tr> </table>	<p><b>Neuromarketing: Manipulation or Winning Minds?</b> <i>Olga Abdrakhmanova   Director of Corporate Communication, Verry Capital Group</i></p>	<p><b>Admissions Vs Marketing: Which Matters Most?</b> <i>Denry Machin   Dragonfly</i></p>
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<b>16.30</b>	<p><b>Day One Closing Remarks</b> <i>COBIS Representative</i></p>		
<b>17.00</b>	<b>Day one finished</b>		
<b>17.15</b>	Coaches to hotel		
<b>19.00</b>	Coaches from hotel to restaurant		
<b>22.00</b>	Coaches from restaurant to hotel		