

Friday 26 April			
08.15	Buses pickup from hotel		
08.30	Welcome refreshments		
Session 5 09.00	<p>Open Day Two <i>COBIS Representative</i></p> <p>#ContentStrategy: How Will Gen-Z Find Your School Online in the Future? <i>Dan Price Interactive Schools</i></p> <p>Crisis Management Case Study: Protecting Reputation, Managing Expectations & Dealing with Stress <i>Olga Abdrakhmanova Director of Corporate Communication, Verny Capital Group</i></p> <p>Building Wider Community – Alumni / Parent Association <i>Gail Ganney Governor, Haileybury Almaty and Haileybury Astana</i></p>		
10.30	Refreshments break		
Session 6 11.00	<p>How to Produce a Social Media Film in 90 Minutes <i>Charlie Gauvain Eyefilm</i></p>		
13.00	Lunch		
Session 7 14.00	<table border="1"> <tr> <td>Data Management for the Admissions Office <i>MacKenzie Hovermale ManagBac</i></td> <td>#ContentStrategy: Let's Help You Create One for Your School <i>Dan Price Interactive Schools</i></td> </tr> </table>	Data Management for the Admissions Office <i>MacKenzie Hovermale ManagBac</i>	#ContentStrategy: Let's Help You Create One for Your School <i>Dan Price Interactive Schools</i>
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15.20	Refreshments break		
Session 8 15.40	<table border="1"> <tr> <td>Top Strategies to Avoid Tension Between Marketing & Admissions Teams and the Academic Staff <i>John Medlicott JMC Inset</i></td> <td>How Can Inbound Marketing help your Admissions, Marketing and Development Goals? <i>Debbie Eisenach Finalsite</i></td> </tr> </table>	Top Strategies to Avoid Tension Between Marketing & Admissions Teams and the Academic Staff <i>John Medlicott JMC Inset</i>	How Can Inbound Marketing help your Admissions, Marketing and Development Goals? <i>Debbie Eisenach Finalsite</i>
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17.00	<p>Closing Remarks and Highlights Video <i>COBIS Representative</i></p>		
17.15	Conference finished		
17.30	Coaches to hotel		

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