



**An opportunity for Admissions, Marketing and Communication professionals to**

- establish networks for further collaboration in key shared areas
- highlight common challenges and share effective solutions
- discuss and analyse the latest trends in marketing for international schools

**The following topics are proposed for presentation but the final agenda will be subject to participants' feedback**

## MARKETING

- What is an effective marketing strategy?
- Integration of online marketing and traditional marketing practices
- Aligning communication strategies between internal and external stakeholders
- Quality Standards
- Understanding your brand - What is the impact of your brand? What is your brand proposition?
- What is a school brand and is the Corporate ID represented?
- Working with teachers and parents as brand advocates
- Creating an effective alumni in an international school
- Is the admissions process aligned with the marketing strategy?

## ADMISSIONS

- Current trends in international schools in Asia – major causes of attrition / impact of boarding schools abroad/ role of independent education agents
- Common challenges/threats to admission yields and how to combat them
- Understanding and supporting the needs of both potential and current students/parents
- Sharing practices – “success stories”
- How to improve collaboration between admission departments of FOBISIA schools – sharing of data to identify trends, entrance testing results/information
- Optimising communication between internal stakeholders eg. between academic and administrative staff
- Professional Development Opportunities for Admissions staff
- Data-Driven Admissions – exploration and discussion of the “Traditional Admissions Funnel” vs the “Data-Driven Admissions Funnel”



Registration Deadline  
**Monday 2<sup>nd</sup> March 2015**



Contact  
Mrs Tracey Brownrigg  
Admissions Manager

Fax  
+84 (0) 8 3744 2334

E-Mail  
[traceybrownrigg@bisvietnam.com](mailto:traceybrownrigg@bisvietnam.com)



General Information  
An Entry visa is required for Vietnam

Registration Fee VND 1,700,000 to include:  
Refreshment and lunch on Friday and Saturday.  
Transport between the city centre and School.

## Recommended Hotel

**NORFOLK HOTEL**  
117 Le Thanh Ton Street  
District 1, Ho Chi Minh City,  
Vietnam

Phone  
**+84 8 3829 5368**  
E-mail  
**[sales2@norfolkhotel.com.vn](mailto:sales2@norfolkhotel.com.vn)**  
Website  
**<http://www.norfolkhotel.com.vn>**

**Superior/Deluxe Room with breakfast and WiFi**  
US\$89/99 per room/night  
(Single/Double/Twin)  
(Rate is subject to 5% service fee and 10% VAT)  
Reservation Deadline: 1st May 2015



BRITISH  
INTERNATIONAL  
SCHOOL  
HO CHI MINH CITY

**F B I S I A**  
ESTABLISHED IN 1988

**ADMISSIONS, MARKETING  
& COMMUNICATION JAWS**

8th and 9th May 2015

# Registration Form

Please complete and return this form to [traceybrownrigg@bisvietnam.com](mailto:traceybrownrigg@bisvietnam.com)  
before Monday 2nd March 2015.

**The registration fee is: VND 1,700,000**

Name:

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School:

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Contact Information:

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Details of a workshop I could present, and its expected duration:

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Dietary Requirements:

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Any other Special Requirements/Comments:

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I would like to attend the meal on Friday evening, cost not included in registration fee - VND 500.000

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I would like to attend the Vespa Tour on Thursday evening, and understand the cost of VND 1.588.500 is in addition to the Registration Fee. The tour starts at 6pm.

The Saigon After Dark tour is a part night excursion, part street/local food adventure. Guests experience the nightlife of Saigon the way locals do, all from the back of a vintage Vespa scooter. Stops include drinks at Zoom cafe to watch "the world goes by" (as said in the Lonely Planet guide book), food and drinks at local restaurants (one stop for sea food and one stop for Southern food), samplings of Saigon's best authentic street/local food, a Vietnamese-style coffee shop (with live music) and wrapping up the evening at one of the many local nightclubs (with live music), where the new generation of Vietnamese unwind and flaunt their unique style. Guests will enjoy and experience the Vietnamese night life with friends.... It's definitely a look at Saigon the way the residents live it -- nothing you'll find in a guidebook. All food and drinks for the evening are included in the tour. (4 hours).

Saigon After Dark Video : <http://vimeo.com/35304865>  
<http://vietnamvespaadventures.com>

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Contact email: [traceybrownrigg@bisvietnam.com](mailto:traceybrownrigg@bisvietnam.com)