



**HARROW**  
INTERNATIONAL SCHOOL  
BANGKOK

# ADMISSIONS AND MARKETING

## Job-alike Workshops (JAWS)

18th and 19th March 2016

An opportunity for Admissions and Marketing professionals to:

- Collaborate and exchange ideas in key areas of our businesses
- Highlight common challenges and explore solutions
- Discuss the latest developments, opportunities and risks in our schools

*The following topics are proposed for discussion, but please put forward any additional areas you would like to see included in the programme:*

- Implementing an effective marketing strategy: understanding the international schools market today
- Brand awareness and brand management: standing out in a crowded marketplace
- Regional collaboration between syndicated families of schools
- International education is a growing global trend: how do we stay ahead of the game?
- How to conduct an excellent tour of your school
- International alumni relations: an engagement strategy that allows alumni abroad to stay connected
- Case studies: an opportunity to share your experiences

## Registration, contact and general information

The deadline for registration is Tuesday 1st March 2016  
The registration fee (2,000 THB) includes refreshments and lunch on both days

**Online Registration Form**

For further information please contact Liz Hammond, Director of Deveopment  
on +66 (0) 2 503 7222 ext 1160 or email: [liz\\_h@harrowschool.ac.th](mailto:liz_h@harrowschool.ac.th)

*A visa is required for entry into Thailand. If applicable, we recommend you obtain this before travelling.*

## Recommended hotel, close to the School

The Mida City Hotel: 99/401-486 Chaeng Wattana Soi 10, Laksi, Bangkok 10210 Thailand  
Telephone: +66 (0) 2 574 3636 or email: [dos\\_corp@midahotelsandresorts.com](mailto:dos_corp@midahotelsandresorts.com)

Superior Room with buffet breakfast: 1,700 THB. Please reserve your room by email, quoting Harrow International School.

Visit their website: [www.midahotelsandresorts.com](http://www.midahotelsandresorts.com)