

12:20 - 13:05	<p align="center">Session 4: Break-out sessions (choose one)</p> <p>4A) Student Recruitment and Retention: Good Practice for International Schools <i>Caroline Wood, Senior Consultant, RSAcademics</i></p> <p>4B) How to tell your school story in video <i>Charlie Gauvain, EyeFilm</i></p>
13:05 - 13:15	Break
13:15 - 13:55	<p align="center">Session 5: Three easy steps to boosting Marketing and Admissions at your School (without adding more to your plate)</p> <p align="center"><i>Emily Richards, The Stickman Consultancy</i></p>
14:00 - 14:30	<p align="center">Session 6: Roundtable Discussions</p> <p>6A) Teachers on Board: How do we convince teachers of the importance of admissions and marketing? How can we involve them? <i>Moderated by Brett Kershaw, Head of Admissions and Marketing, St George's British International School</i></p> <p>6B) School visits, open mornings and virtual tours: what makes a perfect visitor experience? <i>Moderated by Karen Hannah, Director of Marketing and Communications, Doha College</i></p>
14:30	Close
15:00 - 16:30	<p align="center">Optional Deep Dive: SEO Masterclass Part 1 (Beginner)</p> <p align="center"><i>Tracey Gray, Consulting Services Project Manager at Finalsité & former Director of Marketing, Merchiston Castle School; Red Abbott, Vice President of Consulting Services, Finalsité</i></p>

GMT	Thursday 4 November 2021
07:00 - 08:30	<p align="center">Optional Deep Dive: SEO Masterclass Part 2 (Advanced)</p> <p align="center"><i>Tracey Gray, Consulting Services Project Manager at Finalsité & former Director of Marketing, Merchiston Castle School; Red Abbott, Vice President of Consulting Services, Finalsité</i></p>
09:15 - 09:20	Welcome
09:20 - 10:05	<p align="center">Session 7: Building a Website for the New Normal: How the Pandemic Forever Changed the Role of your School's Website</p> <p align="center"><i>Max Eisl, Director of International Sales; Jak Blackwood, Head of UK Sales, Finalsité</i></p>
10:10 - 10:45	Session 8: Admissions and Marketing case studies from schools