

<p>11:00 - 11:45</p>	<p align="center">Session 9: Break-out Sessions (choose one)</p> <p>9A) Developing a content marketing strategy to make your school stand out <i>Tracy Playle, CEO and Chief Content Strategist, Pickle Jar Communications</i></p> <p>9B) Parent advocacy: the best marketing tool you have <i>Andrew Elias, Virtual School Experience</i></p> <p>9C) Balancing traditional & alternative income streams for your school <i>Amy Da Costa, Head of Sales, ToucanTech</i></p>
<p>11:50 - 12:30</p>	<p align="center">Session 10: Roundtable Discussions</p> <p>10A) Admissions and marketing in a Covid landscape: new challenges and opportunities <i>Moderated by Karen Hannah, Director of Marketing and Communications, Doha College</i></p> <p>10B) How important is competitor analysis? How do you monitor the competition in your market? <i>Moderated by Brett Kershaw, Head of Admissions and Marketing, St George's British International School</i></p>
<p>12:30 - 13:00</p>	<p align="center">Break</p> <p><i>(Why not book a meeting with our Headline Sponsor, Engage, to discuss student recruitment, effective communication, and pipeline management?)</i></p>
<p>13:00 - 13:45</p>	<p align="center">Session 11: Break-out Sessions (choose one)</p> <p>11A) Reignite social engagement: strategies to enhance organic and paid initiatives <i>Kristen Doverspike, Senior Growth Marketing Manager; Debbie Eisenach, International Marketing Manager, Finalsite</i></p> <p>11B) The Six Key Pillars of Graphic Design, for the Education Sector and beyond <i>Will Pointer, Creative Director, Pointer Design</i></p>
<p>13:50 - 14:30</p>	<p align="center">Session 12: How to respond to social media justice – a school case study <i>Mike Lambert, Headmaster; Debra Turpie, Communications, Marketing and Alumni Relations, Dubai College</i></p>
<p>14:30</p>	<p align="center">Close</p>

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