

PROGRAMME – 7th COBIS Conference for Marketing and Admissions Staff
Hosted by COBIS in Association with St George's British International School, Rome
 Wednesday 3 November & Thursday 4 November 2021 (online)

Headline Sponsor



GMT	Wednesday 3 November 2021
09:00 - 09:15	Familiarisation with the online platform (Whova)
09:15 - 09:30	<p align="center">Welcome <i>Fiona Rogers, Deputy CEO, COBIS</i> <i>David Tongue, Principal, St George's British International School</i></p>
09:30 - 10:30	<p>Session 1: International Schools Market Update: Why and how parents select an international school <i>Nalini Cook, Head of Research EMEA, ISC Research</i></p> <p align="center"><i>Followed by</i> British International Education: Branding and export <i>Colin Bell, CEO, COBIS;</i> <i>Vipul Bhargava, International Schools, Early Years and Education Technology Specialist, Department of International Trade</i></p>
10.30 - 10.40	Break
10:40 - 11:25	<p align="center">Session 2: Break-out sessions (choose one)</p> <p>2A) What makes a great website – beyond the homepage <i>Kealan Duffy, UK Production Manager, Finalsire</i></p> <p>2B) Setting the right tone with your admissions process <i>Matt Craig, Interim Sales Manager – OpenApply, Faria Education Group</i></p> <p>2C) Reflecting the inside, outside – why internal communications are as important as external communications within international schools <i>Stacey Vickers, Head of Communications and Admissions, The British School in the Netherlands</i></p>
11:30 - 12.00	Session 3: Speed networking session for delegates
12.00 - 12:20	Break <i>(Why not book a meeting with our Headline Sponsor, Engage, to discuss student recruitment, effective communication, and pipeline management?)</i>

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) <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) <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) <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 <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
10:45 - 11:00	Break

11:00 - 11:45	<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>
11:50 - 12:30	<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>
12:30 - 13:00	<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>
13:00 - 13:45	<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>
13:50 - 14:30	<p align="center">Session 12: How to respond to social media justice – a school case study</p> <p><i>Mike Lambert, Headmaster; Debra Turpie, Communications, Marketing and Alumni Relations, Dubai College</i></p>
14:30	Close

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