PROGRAMME – 8th COBIS Conference for Marketing, Admissions & Development Staff

Hosted by The British School in The Netherlands, The Hague, The Netherlands, in association with COBIS

Wednesday 1 March & Thursday 2 March, 2023

CET	Wednesday 1 March 2023
08:15 am	Minibuses depart from The Hague Central Station
08:30 - 09:00	Arrival & registration. Refreshments
09:00 - 09:15	**Welcome from COBIS** - *Maeve O'Leary, Marketing & Communications Manager, COBIS*
09:15 - 09:30	**Welcome from** *Heath Monk, CEO, The British School in The Netherlands (BSN)*
09:30 - 10:30	**Keynote Speech: Is the Lens of International School Marketing Broken?** *Simon Noakes, CEO, Interactive Schools*
10:30 –10:55	**Break** – visit the exhibition space
10:55 - 12:10	**Session 1: Break-out sessions (choose one)** 1) **How To Use Storytelling as Your Most Powerful School Marketing Weapon** *Emily Richards and Charlotte Hulton, Stickman Consultancy* 2) **Taking the Fear out of Fundraising** *Dawn Heuff, Aurore Consultancy and Rebecca Hazlett, Alumni Strategy & Development, BSN*
12:10 – 13:10	**Lunch**

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13:10 - 14:15	**Session 2: Break-out sessions (choose one)** 1) **ContentShock; Why are Parents switching off School Comms?** *Simon Noakes, CEO, Interactive Schools* 2) **Thought Leadership and Event Planning** *Namju Cho, Director of Communications and Marketing at Dulwich College, Seoul*
14:15 - 14:35	**Break** (why not visit the exhibition space?)
14:35 - 15:40	**Session 3: Break-out sessions (choose one)** 1) **Content on the go – Filming and Editing on Your Mobile** *Charlie Gauvain, Eye Film* 2) **What Drives Customer Satisfaction and Parent Recommendations? (round table)** *Caroline Wood, RSAcademics, with panellists Sunita Mathew, Head of Admissions, Doha College, Naia Helweg, Admissions Officer, Rygaards School, and Stacey Vickers, Head of Communications & Admissions, British School in The Netherlands*
15.40 - 16.15	**Plenary: School Case Studies**
16:15 - 17:30	**'Borrel' - Networking drinks, hosted by British School in The Netherlands**
17:30	Buses depart for The Hague Central Station
19:30 - 22:00	**Conference dinner** Luden Restaurant, The Plein, The Hague

CET	Thursday 2 March 2023
08:30 am	Buses depart from The Hague Central Station
08:45 - 09:10	**Arrival and refreshments**
09:10 - 09:20	**Welcome** - *Stacey Vickers, Head of Admissions & Communications, The British School in The Netherlands*
09:20 - 10:15	**Keynote Speech: Why Your School Should Be More Like Disneyland** *Dr David Willows, Co-Founder & Strategic Director [YELLOW CAR]* *Suzette Parlevliet, Co-Founder & Experience Director [YELLOW CAR]*
10:15 - 11:15	**Tour of Senior School and Junior School Leidschenveen campus (Admissions Team) & Break**
11:15 - 12:25	**Session 4: Break-out sessions (choose one):** 1) **Put Your Prospective Family Journey to the Test - You Don't Get a Second Chance to Make a First Impression** *Debbie Eisenach, Director of International Marketing, Finalsite* 2) **What You Need to Know About Today's International Schools Market: How Current Changes and Developments are Impacting School Admissions** *Luke Walduck, School Development Manager, ISC Research*
12:25 - 13:15	**Lunch** (why not book a meeting with our headline sponsor, OpenApply?)
13:15 - 14:25	**Session 5: Break-out Sessions (choose one):** 1) **Data, Research and Insight are the Key to Illuminating and Driving Marketing and Recruitment Strategy (interactive workshop)** *Caroline Wood, Senior Consultant, RSAcademics* 2) **Social Media Universe – How Schools Can Best Use Social Media to Engage with Parents and Staff** *Clive Roach, Social Media Marketing Expert*

14:25 - 14:45	**Break –** visit our exhibition space
14:45 - 15:45	**Session 6: Break-out sessions (choose one)** 1) **The Elephant in the Room – The Impact of Brexit on International School Comms & Admissions** *Panel, moderated by Stacey Vickers, Head of Communications & Admissions, The British School in The Netherlands, with panellists Rhys Mumford, Marketing & Admissions Officer, British School of Brussels, Sally Lewis, Senior Marketing and Communications Manager, St George's British International School, & Mafalda da Silva Pinto, Marketing & Communications Manager, Oporto British School.* 2) **Ditch the Spreadsheets yet Get More from Your Admissions Data (it may sound counter-intuitive, but it's not)** *John Cannon, Sales Director, WCBS*
15:45 - 16:30	**Session 7: Break-out sessions (choose one)** 1) **Unlocking the Secret to Supercharged Admissions: Proven Strategies for Schools to Connect with Prospective Families** *Matt Craig, Manager, Sales & Accounts, OpenApply (Headline sponsor)* 2) **Using Data to Drive Your Development: Smart Fundraising for International School Communities** *Amy Da Costa, Head of EMEA, ToucanTech*
16:30	**Conference closes**
16.35	Buses depart to Central Station
17:00	**Optional tour of another BSN campus (Junior School Vlaskamp)**