

Conference for Marketing, Development and Admissions Staff

Distinctive by Design

DRAFT PROGRAMME • 28–29 JANUARY 2027 • THE ORCHARD, LONDON

THURSDAY		28 JANUARY 2027	
09:00–09:25	Registration and Coffee		
09:25–09:40	Welcome Colin Bell, CEO, COBIS		
09:40–10:30	Plenary: Telling Your Story Calvin Eden, Global Edge		
10:30–10:45	Exhibitor Profiles		
10:45–11:15	Coffee and Exhibition		
11:20–12:20	BREAK-OUT SESSIONS		
	1 The Strategy Sprint: Designing a School Growth Roadmap That Delivers <i>Christina Adamopoulou, Head of Admissions and Marketing, The British School of Amsterdam</i>	2 Setting up a Development Function in your School <i>Louise Bennett, CEO, IDPE</i>	3 Distinctiveness and Positioning
12:20–13:20	Lunch and Exhibition		
13:20–14:20	BREAK-OUT SESSIONS		
	1 Communicating Through a Crisis – Top Tips to Protect your Reputation <i>Chris Gallant, Communications Director, Pharos Response</i>	2 Best-Fit Families: Stand Out and Get Found <i>Liz Allen, Sales Consultant, Finalsité</i>	3 Driving Enrolment: The Strategic Role of School Transport <i>Alex Targett, VP Europe, OpenApply by Faria – headline sponsors</i>
14:20–14:45	Coffee and Exhibition		
14:45–15:45	BREAK-OUT SESSIONS		
	1 Neuromarketing <i>Katie Hart, Katie Hart Ltd</i>	2 Admissions Roundtable <i>Effective platforms and processes, local vs international admissions, school tours, etc.</i>	3 What Makes the Perfect “Brand” Video? <i>Charlie Gauvain, Managing Director, Eye Film</i>
15:50–16:25	Plenary: School Case Studies		
16:25	Close and Thank You		
18:30	Conference Dinner The Pickled Hen – sponsored by Toddle		
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FRIDAY

29 JANUARY 2027

08:45–09:00

Coffee and Exhibition

09:00–10:00

Plenary: Benefits Not Features – How your USPs Matter, or don't, to your Families

Nicola Lutz, NoFluff

10:00–10:25

Coffee and Exhibition

10:30–11:30

BREAK-OUT SESSIONS

1

Whose Image Is It Anyway? AI, Safeguarding and the Ethics of School Storytelling

Laura Knight, Founder, Sapio

2

Added to Cart: Thinking Like a Global Brand to Boost Your Admissions

Daryll Middleton, International Sales Director, Ubiq Education

3

Awards, accreditations and kite marks

11:40–12:40

BREAK-OUT SESSIONS

1

The Family Follow-Through Map

Nicola Lutz, NoFluff

2

AEO and GEO for International Schools

Simon Noakes, Founder, Interactive Schools

3

Alumni networks – ongoing support as a USP

12:40–13:30

Lunch and Exhibition

13:30–13:55

Plenary: Distinctive by Design in a Changing International Schools Market

Sami Yosef, Global Head of School Development, ISC Research

14:00–15:00

BREAK-OUT SESSIONS

1

AI in Action: Practical Workflows for Marketing and Admissions

Laura Knight, Founder, Sapio

2

Consistency vs Distinctiveness – a balancing act for school groups

3

Beyond the Prospectus: Shaping Perceptions through Admissions and Communications

Heather Styche-Patel, CEO, RSAcademics

15:00–15:15

Closing remarks

15:15–15:30

Coffee and Exhibition

15:30

Depart