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**
   Christina Adamopoulou, Head of Admissions and Marketing, The British School of Amsterdam
2. **Where do you start? Building a development programme from scratch**
   Louise Bennett, CEO, IDPE
3. **Best-Fit Families: Stand Out and Get Found**
   Liz Allen, Sales Consultant, Finalsite

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**
   Chris Gallant, Communications Director, Pharos Response
2. **Creative and Strategic Storytelling to Empower Effective Engagement**
   Seth Barker, Associate Director of Communications, Aiglon College
3. **Driving Enrolment: The Strategic Role of School Transport**
   Alex Targett, VP Europe, OpenApply by Faria – headline sponsors

14:20–14:45 — **Coffee and Exhibition**

14:45–15:45 — **BREAK-OUT SESSIONS**

1. **The Science of Being Chosen: How the brain uses trust and emotions to drive decision-making**
   Katie Hart, Katie Hart Ltd
2. **Admissions Roundtable**
   Effective platforms and processes, local vs international admissions, school tours, etc.
3. **What Makes the Perfect "Brand" Video?**
   Charlie Gauvain, Managing Director, Eye Film

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. **Beyond School Gates: Supporting Internationally Mobile Families through the Transition Journey**
   Floriane Uyttenhove, Admissions, Marketing & Communications Director, British School of Brussels

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. **Awards, accreditations and kite marks**

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. **One Group, Many Stories – balancing coherent group identity with distinctive school communities**
   Sarah Alrehaimi, Communications, Media and PR Manager, International Schools Group
   Aykut Temizer, International Manager – Brand & Marketing, Wellington College International
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**