

The Boarding Business

Develop your brand and drive strategies for growth



Members - **£395**

Non Members - **£495**

10 - 11 March 2016

Chesford Grange Hotel, Warwickshire

Conference Programme

Thursday 10 March 2016

11:00	Registration
12:00	Lunch amongst exhibitors
13:00	Welcome <i>Robin Fletcher, BSA National Director</i>
13:30	OMG ‘Celebrity Service’ Ideas to ensure your school stands out forever... <i>Geoff Ramm, creator and author of ‘Celebrity Service’ and ‘OMG Marketing’</i>
14:45	Tea and coffee amongst exhibitors
16:00	Breakout - Session 1 <ul style="list-style-type: none">Service and your school brand <i>Geoff Ramm, Author</i>Make each call count <i>Anthony Stears, Business Development Specialist</i>Tier 4 compliance update <i>Hazar El-Chamaa, Senior Associate, Penningtons</i>Parent engagement: Are you talking to your parents effectively? <i>Simon Noakes, Director, Interactive Schools</i>Crisis media management <i>Steve Dyson, Director, Dyson Media</i>Get your press release published <i>Robin Fletcher, BSA National Director and former newspaper editor</i>Fit to fundraise <i>Patrick Mulvihill, Director of Development Uppingham School and Kerry Wilson, Director of Development, Rugby School</i>Big Brother is alive and well – tools and tips to put ‘Big Data’ at the heart of your marketing strategy <i>Alastair Milburn, Managing Director Effective Communication</i>

17:00	Breakout – Session 2 <ul style="list-style-type: none">Tier 4 compliance update <i>Hazar El-Chamaa, Senior Associate Penningtons</i>Too cool for school - branding for schools <i>Paul Kilvington The School Branding Company</i>Using social media to market education <i>David Farrow, Director of Marketing Strategy and Communications, Aston University</i>Crisis media management <i>Steve Dyson, Director, Dyson Media</i>Get your press release published <i>Robin Fletcher, BSA National Director and former newspaper editor</i>From the moment they leave: how to keep young alumni engaged <i>Kerry Wilson, Director of Development Rugby School</i>
19:00	Drinks reception
19:30	Dinner

Friday 11 March 2016

07:00	Breakfast
09:00	Boarders for Barnardo’s
09:45	Breakout – Session 3 <ul style="list-style-type: none">Exploring emerging markets and International marketing tips <i>British Council</i>Growing prep boarding numbers <i>TBC</i>The importance of market research <i>Keiron Culligan, Director, Research Stories</i>
10:45	Tea and coffee amongst exhibitors
11:30	The secret to building your school brand with a £1 Billion media buzz <i>Michelle Mone, Founder, Ultimo</i>
12:30	Vote of thanks
12:45	Lunch

OMG ‘Celebrity Service’ - ideas to ensure your school stands out forever...

Geoff Ramm, creator and author of ‘Celebrity Service’ and ‘OMG Marketing’

Prepare to be entertained, energised and enlightened on a journey of memorable customer service and marketing tips that will enthrall, enthuse and most certainly inspire your school to stand out from the rest.

Geoff is a multi-award winning speaker who has challenged and inspired audiences across five continents. With a genuine passion and an infectious love of his subjects, his original content will challenge you to look deeper, think harder and create better. He’s worked with entrepreneurs to launch start-up enterprises without a budget as well as some of the biggest brands on the high street, but his biggest achievement was saving a school from closure using his creative marketing ideas.

Make each call count

Anthony Stears, Business Development Specialist and Telephone Assassin

Tier 4 compliance

Hazar El-Chamaa, Senior Associate Immigration Penningtons

Parent engagement: Are you talking to your parents effectively?

Simon Noakes, Director, Interactive Schools

During this workshop, you will learn to how to streamline your parent communications - delivering the right information, at the time AND in the right channel(s). Learn to publish content ONCE, and aggregate it into all available communication channels (website, mobile, apps, signage, email and print). Parents are your best ‘salesforce’ and want to brag about their children and your school.

Crisis media management

Steve Dyson, Director, Dyson Media

Knowing how to respond to crisis media is critical to your reputation. Will your school come across as caring and competent or callous and unprofessional? Steve Dyson outlines a framework that works.

Steve Dyson worked in the regional newspaper industry for nearly 25 years, and was editor of the Evening Gazette, Teesside, from 2002 to 2005 and the Birmingham Mail, from 2005 to 2010. He now runs Dyson Media Ltd, delivering training, strategic and crisis media services. He’s also editor of the business magazine BQ West Midlands, and analyses the media for the BBC, Media Guardian, HoldTheFrontPage.co.uk and InPublishing magazine. Away from the media, Steve’s a non-executive director of Waterloo Housing Group.

Get your press release published

Robin Fletcher, BSA National Director and five times former regional newspaper editor

Journalists receive hundreds of press releases and ignore most of them. So what’s the secret to getting them noticed and your story covered? BSA National Director Robin Fletcher was an award-winning editor of five weekly, evening and Sunday newspapers over 11 years so can reveal what journalists want, when and how.

Robin Fletcher MBA MPhil was a boarder at Rugby School and is passionate about good quality, modern boarding. He has been BSA National Director since 2014 after working as a journalist, award-winning newspaper editor, plc communications director and business owner. Robin is an honorary fellow of the Royal Society of Arts and Cardiff Metropolitan University, a former journalism examiner and former adult education tutor.

Fit to fundraise

Patrick Mulvihill, Director of Development, Uppingham School and Kerry Wilson, Director of Development, Rugby School

Successful fundraising is supported by energy and commitment from a broad, vibrant and generous community. While it is the result of tremendous effort from all involved it is important that we identify and engage those who might be interested in our aims and ambitions. The session will reflect on ways to engage and retain donors for both capital and bursary programmes and how it is possible to build relationships which support a community that gives and goes on giving.

Patrick Mulvihill is a career fundraiser, having spent 25 years working in the charity and education sectors. Patrick has been Development Director of Uppingham School since 2002 and his work has enabled the construction of a new music school, studio theatre, sports centre, science centre and a redeveloped arts centre, as well as developing an income stream for bursaries. In total more than £26m has been raised at Uppingham including the most successful appeal in the school’s history.

Big Brother is alive and well – tools and tips to put ‘Big Data’ at the heart of your marketing strategy

Alastair Milburn, Managing Director, Effective Communication

An insight into the online tools and platforms schools should be using to stay front-of-mind, and attract more pupils.

Alastair Milburn is the founder and MD of multi-award winning communications agency Effective Communication. The company’s clients include: Camelot, the RHS, Grant Thornton, and Glamorgan Cricket. Alastair founded Effective 11 years ago, after working in journalism for 16 years. He was an award-winning daily newspaper editor. Alastair was educated at King’s College, Taunton.



Too Cool for School?

Paul Kilvington, The School Branding Company

Can, or indeed should, an independent school brand ever hit the Top 20, or even 100, coolest brands in the UK? Would it even matter? Should we even try? And what makes a brand cool anyway?

Paul has worked with some of the UK's top consultancies before setting up his own practice specialising in corporate identity and design for print. He has been responsible for the communication material for the launch of Range Rover in North America, the rebranding and relaunch of Triumph Motorcycles and the creation and promotion of many iconic brands, winning many awards along the way.

Using social media to market education

David Farrow, Director of Marketing Strategy and Communications, Aston University

This session will cover the importance of social media strategy, integration of social media into an overall marketing campaign, and the varying uses of Facebook, Twitter, Instagram and other channels, complete with examples from the sector of effective and less effective practice.

David has managed relationships with the Department for Education and the Department for Business, where he worked on projects including Teacher Recruitment. David joined Aston University, from a position at the Central Office of Information (COI), the agency who advised UK Government Departments on Communications strategies. Prior to COI David spent ten years with a variety of WPP owned communications agencies.

Exploring emerging markets and international marketing tips

The British Council

The importance of market research

Keiron Culligan, Director, Research Stories

From the moment they leave: how to keep young alumni engaged

Kerry Wilson, Director of Development, Rugby School

Engaging young alumni at a time when their focus will have moved from school can be a challenge. This session will look at ways to keep young alumni involved for the benefit of all.

Kerry spent many years at the Open University, latterly as Assistant Director, Open University Worldwide Ltd. and where she also established and managed the Secretariat function for the new European Distance Education Network (EDEN). Kerry moved into the emerging industry of schools fundraising joining first a new school in Derby and then Rugby School in 2002. The principal task at Rugby has been to raise funds for boarding bursaries and the Arnold Foundation for Rugby School is now in its twelfth year with more than 100 pupils supported and almost £19 million raised.

The secret to building your school brand with a £1Billion media buzz

Lady Michelle Mone, Baroness of Mayfair OBE, Founder, Ultimo

Michelle Mone inspires and motivates by sharing her secrets to success and building one of the most recognisable lingerie brands in the world. Despite adversity, Michelle achieved rapid growth, created 15 inventions, seven brands and generated £1 billion of PR during her Ultimo career. Taking you through a timeline of her success and mile-stoning the key marketing and PR initiatives that made her brand the success that it is today.

Book now:

www.boarding.org.uk/events

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