

Effective School Marketing and Communications

A Practical Guide to Telling the Story of Your School and Building your Brand

Facilitated by:

Dr. David Willows

Workshop Overview

Marketing and communications is an important feature in the effective management of an international school. Today, more than ever before, schools are talking about brand identity, reputation management, unique selling points, strategic sales, digital communication platforms, the impact of social media, key performance indicators and success metrics.

This 2-day, activity-based, workshop begins from the central idea that when we talk about effective marketing and communication, we are really talking about how to tell the story of our school and help others find their place in that story.

Potential Audience

This course is designed for anyone responsible for marketing and communications within a school setting. It will be of particular interest to Business Managers, Heads, Admissions Officers, Alumni and Development Officers, as well as Communications Officers.

Workshop Facilitator



Dr. David Willows is Director of Admissions and Advancement at the International School of Brussels. David is also a regular presenter at international conferences, blogger, and author of several books and articles in the field of international school branding, admissions, marketing and communications.

Formerly on the Board of the European Association of Communication Directors and CASE Commission on Marketing and Communications, he is currently serving on the ECIS Admissions Committee and was runner-up in the 2012 International Brand Master Award for educational marketing professionals. He also leads the Media Team for the Common Ground Collaborative Project.

Workshop Aim/Methodology

Through practical and relevant activities, as well as sharing of best practice around the world, participants will explore the outlined key questions and, at each step of the way, encouraged to build an action plan that leads to positive change in their current school setting.

Key Questions	Practical Knowledge/Skills
What is the story of my school?	Re-framing our Mission and Vision
Who are the storytellers?	Getting the organizational chart organized
What is effective storytelling?	Principles of brand building we cannot afford to ignore
What are the tools that will help us to communicate this story to a wide range of stakeholders?	From paper to digital, and the future of school communications
How do we influence the stories that are being told about us out there?	Why losing control of the story is not the same as losing the plot.
What is the cost vs. value of storytelling?	Why effective marketing doesn't have to cost as much as we think.
What is the role of data and metrics in effective storytelling?	How we know we are being successful at the end of the day.

Workshop Fee

Early Bird (Register by January 23, 2015)

Course fee: USD 650/Baht 20,800 per participant

Reduced fee: USD 580/Baht 18,560 per participant for 2 or more participants registering together

Regular (Register by February 27, 2015)

Course fee: USD 690/Baht 22,080 per participant

Reduced fee: USD 620/Baht 19,840 per participant for 2 or more participants registering together

To Register

Step 1: Fill out the Workshop Reservation Form (below).

Step 2: Our office will send you/your coordinating staff the invoice upon receipt of the form.

Step 3: You/your coordinating staff will submit the [Payment Completion Form](#) after making the payment

Contact Information

Workshop Coordinator: Mr. Navin Pawa

E-mail: navin@ksithailand.com

Phone (Thailand): 081 701 6843; 081 846 5770

(replace '0' with '66' for international calls)