

Marketing Your University to Prospective Students: Regulation & Good Practice

Event to be held in Central London | Thursday, 31st May 2018

10.15 Registration & Morning Refreshments

11.00 Chair's Introduction

11.05 Complying with Regulatory Duties

- Updated Advertising Standards Authority guidance
- Evidencing claims of success
- Sanctions for noncompliance
- The reputational impact of making false statements
- Regulations when advertising internationally
- How to respond when other institutions are making dubious claims
- Improving the reputation of the HE sector as a whole
- The role of marketing in widening participation and meeting access agreement commitments

⇒ **Emily Gent**, Copy Advice Executive, Advertising Standards Authority

⇒ **Rami Labib**, Consumer Law Expert, Pinsent Masons

⇒ **Charles Heymann**, Higher Education Communications Adviser & Former Head of Corporate Communications, University of Reading

13.00 Networking Lunch

13.45 Marketing Good Practice

- Learning from individual institutional examples of success
- Marketing your institution as a whole
- Marketing individual courses
- Different techniques required for domestic & international students
- Engaging hard to reach groups and non traditional students

15.30 Event Close

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