

Marketing our University: A Strategic Approach to Student Recruitment

Event taking place online | 25th November 2020

09.30	Registration & Morning Refreshments
10.00	Chair's Introduction
10.10	Marketing your University: A Strategic Approach to Student Recruitment
10.40	Morning Session: Breaking down barriers: Defining Recruitment Goals and Objectives <ul style="list-style-type: none">• Using student insights to inform your strategy: understanding their needs and behaviours• Widening your perspective audience pool: tips to take your organisation international• The role of marketing in widening participation and meeting APP Targets• Challenging perceptions and cutting through to a hard to reach audience• Defining your recruitment goals: integrating tactics and channels• Making your strategy meet wider organisational goals
11.30	Refreshment Break
11.40	Case studies: Best practice in Higher Education marketing <ul style="list-style-type: none">• Learning from individual institutional examples of success.
12.30	Lunch
13.00	Afternoon session: Channel vs Creator: exploring marketing avenues <ul style="list-style-type: none">• Creating the right message for the right platform: finding new ways to stand out• Social media: the power of connecting with prospective students online• Offline marketing: promoting class sitting, advertising through traditional channels, open days and student societies• Balancing what students need to know and the story you want to tell them• Key considerations in developing an omni-channel marketing strategy• Marketing your institution as a whole vs Marketing individual courses• The power of peers: harnessing the voice of student advocates• Engaging hard to reach groups and non-traditional students• Exploring different marketing techniques and channels
15.00	Chair's Summary of Day & Event Close

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All speakers and the agenda are subject to change without notice. For more information contact Customer.Services@westminster-briefing.com