



Write-Ink

Marketing for Schools

For Marketing Managers, Administrators,
Heads of Committees

The school wants results NOW. It's about what is happening NOW. How much have enrolments increased? What extra revenue has your marketing resulted in? Why aren't the media calling you back? It's not the same as marketing a product—this is about people, very special people—our children. So how are you doing? There's no need to agonise any longer. Finally, marketing for schools, by someone who knows.

For Marketing Managers:

You're the one who is supposed to have all the answers, and you're the one they come to when the numbers aren't adding up. Now, you can give them the news and results they've been waiting for. 'Marketing for Schools' will give you the support, information and knowledge you need.

For Others:

Find out just what it takes to get your school noticed. Increase enrolments, raise your profile, brand your image, plan your campaigns and then put it all on automatic. You cannot afford to miss this. Neither can your school **ALL** Schools need promoting, public or private.

Cost:

\$292 per person. Includes Morning Tea, Buffet Lunch, List Building for beginners; Glossary of Search Engine Ranking Terms, World's Best Headlines; **26** Free E-books with over 19MB of information to boost your marketing skills and techniques.

Free Assessment of Your Current Marketing Plan.
Certificate of Attainment presented upon completion.

This is a day so jam-packed with information to promote your school, showcase your brand, and capitalize on your USP that you'll be chafing at the bit to get cracking on your new marketing plans.

A MUST BE THERE Seminar

Program

◆ 8.30—9.00 Registration

◆ 9.00—10.00 Session I

- Introduction—The Point of Schools Marketing
- Schools Marketing Principles
- The Rules of the Game for Schools
- The Competition
- Markets—They're Not What They Used to Be.
- The Message—It's a New World Out There

◆ 10.00—10.15 Morning Tea

◆ 10.15—11.45 Session II

- The Media
- The Mastery
- The Press Release—Writing For Purpose

◆ 11.45—12.20 Lunch

◆ 12.20—2.00 Session III

- The Power of The List and How To Grow It
- How to Automate Your Schools Marketing
- Planning a Successful Schools Marketing Campaign
- Results & Measurement
- Hidden Revenue Sources
- Branding

◆ 2.00 Close

- Distribution of CD—lists & directories of Search Engines; Useful tips; Free e-books and lists. Certificates
- Acknowledgements

Seminar Registration Form: ABN: 8946 721 5542
Please FAX back to: 6297 0606

Name/s:.....

School.....

Address:.....

#of Persons Attending:.....

Contact Ph:.....

Payment Method: Visa / Mastercard / School Tax Invoice

Credit Card #.....Exp Date.....

Signature:.....

Email:.....

N.B: Payment must be received at least 5 days before the course date. All payments are GST inclusive.

Where: Queanbeyan Kangaroo
Rugby League Football Club
Stuart Street Queanbeyan.

Acacia Room

When: Wednesday Nov 18th 2009

Time: 8.30am—2.00pm

Contact person: Adele Sims
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