

COBIS CONFERENCE FOR MARKETING, BUSINESS DEVELOPMENT AND ADMISSIONS STAFF

25-26 April 2019 | Forte Space at ForteBank

Thursday 25 April	
0815	Buses pickup from hotel
0830 (10)	Registration / security
0840 (20)	Welcome refreshments
Session 1 0900	<p>Conference opening - COBIS representative Welcome - Mark Smith, Headmaster at Haileybury Astana</p> <p>Organisational strategy <i>Ian Hunt Chairman of the Board of Governors at Haileybury Astana and Haileybury Almaty</i></p> <p>“Certain Uncertainty in the Digital Era: How It Shapes Business and Influences Marketing Decisions” <i>Erlan Ospanov CEO VERNY Capital Group</i></p> <p>Discussion on Strategic Marketing <i>Dr. Patrick Duparcq Dean, Nazarbayev University Graduate School of Business</i></p> <p>Panel moderated Q&A</p>
1115	Refreshment break (15)
1130	Buses pickup to Haileybury Astana
Session 2 1130 - 1215	School tour / Networking
1230 - 1340	Lunch at Haileybury Astana
1345	Buses pickup to Forte Space
Session 3 1400 - 1530	<p>“Marketing Positioning: Where do you stand in the market?” Tools and techniques to audit your school's position against the competition” <i>Denry Machin Dragonfly</i></p> <p>Business end of school marketing <i>DoubleFirst</i></p>
1530 (20)	Refreshment break
Session 4 1550 (1:30)	<p>“Admissions Vs Marketing: Which Matters Most?” <i>Denry Machin Dragonfly</i></p> <p>“Neuromarketing: Manipulation or Winning Minds?” <i>Olga Abdrakhmanova Director of Corporate Communication at VERNY Capital Group</i></p>

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Contributors



EYE
FILM

Finalsite



VERNY CAPITAL Dragonfly

1720 (10)	Day one closing remarks <i>COBIS representative</i>
1730	Day one finished
1750	Coaches to hotel
1900	Coaches from hotel to restaurant
2200	Coaches from restaurant to hotel

Friday 26 April			
0815	Buses pickup from hotel		
0830 (30)	Welcome refreshments		
Session 5 0900 (1:30)	<p style="text-align: center;">Open Day Two <i>COBIS representative</i></p> <p style="text-align: center;">#ContentStrategy: how will Gen-Z find your school online in the future?" <i>Dan Price Interactive Schools</i></p> <p style="text-align: center;">Crisis Management case study – protecting reputation, managing expectations & dealing with stress <i>Olga Abdrakhmanova Director of Corporate Communication at Verny Capital Group</i></p> <p style="text-align: center;">Building wider community – Alumni / Parent Association <i>Gail Ganney Governor, Haileybury Network Development</i></p>		
1030 (30)	Refreshments break		
Session 6 1100 (2:00)	<p style="text-align: center;">“How to produce a social media film in 90 minutes” <i>Charlie Gauvain Eyefilm</i></p>		
1300 (60)	Lunch		
Session 7 1400 (1:20)	<table border="1" style="width: 100%;"> <tr> <td style="width: 50%;">“Data Management for the Admissions Office” <i>MacKenzie Hovermale OpenApply</i></td> <td style="width: 50%;">#ContentStrategy: let’s help you create one for your school” <i>Dan Price Interactive Schools</i></td> </tr> </table>	“Data Management for the Admissions Office” <i>MacKenzie Hovermale OpenApply</i>	#ContentStrategy: let’s help you create one for your school” <i>Dan Price Interactive Schools</i>
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1520 (20)	Refreshments break		
Session 8 1540 (1:20)	<table border="1" style="width: 100%;"> <tr> <td style="width: 50%;">“Top strategies to avoid tension between Marketing & Admissions teams and the Academic Staff” <i>John Medlicott JMC Inset</i></td> <td style="width: 50%;">“How Can Inbound Marketing help your Admissions, Marketing and Development Goals?” <i>Debbie Eisenach Finalsite</i></td> </tr> </table>	“Top strategies to avoid tension between Marketing & Admissions teams and the Academic Staff” <i>John Medlicott JMC Inset</i>	“How Can Inbound Marketing help your Admissions, Marketing and Development Goals?” <i>Debbie Eisenach Finalsite</i>
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1700 (15)	Closing remarks and highlights video <i>COBIS representative</i>		
1715	Conference finished		
1730	Coaches to hotel		

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