

Haileybury Astana

COBIS CONFERENCE FOR MARKETING, DEVELOPMENT AND ADMISSIONS STAFF

25-26 April 2019 | Haileybury Astana, Kazakhstan

Thursday 25 April			
	Buses pickup from hotel		
	Registration / security		
	Welcome refreshments		
Session 1	<p>Conference opening - Panel Ian Hunt – Organisational strategy Erlan Ospanov – “<i>Certain Uncertainty in the Digital Era: How It Shapes Business and Influences Marketing Decisions</i>” Patrick Duparcq - Strategic marketing Moderator: Olga Abdrakhmanova</p>		
	Refreshment break		
Session 2	School tour / Networking		
	Lunch		
Session 3	<table border="1"> <tr> <td><i>Richard or Kieran</i> Double First – “Business end of school marketing”</td> <td> Denry Machin Dragonfly – “Marketing Positioning: Where do you stand in the market? Tools and techniques to audit your school's position against the competition” </td> </tr> </table>	<i>Richard or Kieran</i> Double First – “Business end of school marketing”	Denry Machin Dragonfly – “Marketing Positioning: Where do you stand in the market? Tools and techniques to audit your school's position against the competition”
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Session 4	<table border="1"> <tr> <td>Denry Machin Dragonfly – “Admissions Vs Marketing: Which Matters Most?”</td> <td>Olga Abdrakhmanova – “Neuromarketing: Manipulation or Winning Minds?”</td> </tr> </table>	Denry Machin Dragonfly – “Admissions Vs Marketing: Which Matters Most?”	Olga Abdrakhmanova – “Neuromarketing: Manipulation or Winning Minds?”
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	Day one close – closing remarks from COBIS representative		
	Day one finished		
	Coaches to hotel		
	Coaches from hotel to restaurant		
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Friday 26 April			
	Buses pickup from hotel		
	Welcome refreshments		
Session 5	<p>Conference day two opening - Panel</p> <p>Simon Noakes Interactive Schools - digital marketing</p> <p>Olga Abdrakhmanova – crisis Management case study – protecting reputation, managing expectations & dealing with stress</p> <p>Gail Ganney – Building wider community – Alumni / Parent Association</p>		
	Refreshments break		
Session 6	Charlie Gauvain Eyefilm – “how to produce a social media film in 90 minutes” plus practical - small group work on ideas specific to their respective schools		
	Lunch		
Session 7	<table border="1"> <tr> <td>MacKenzie Hovermale ManagBac – “Data Management for the Admissions Office”</td> <td>Debbie Eisenach Finalsite – “How Can Inbound Marketing help your Admissions, Marketing and Development Goals?”</td> </tr> </table>	MacKenzie Hovermale ManagBac – “Data Management for the Admissions Office”	Debbie Eisenach Finalsite – “How Can Inbound Marketing help your Admissions, Marketing and Development Goals?”
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	COBIS representative - closing remarks and highlights video		
	Conference finished		
	Coaches to hotel		