



The 3rd Annual

# Marketing Education Services Forum

25th – 26th August 2010,  
InterContinental Hotel, Wellington

**Making Sure your Marketing Investment Makes an Impact in a Competitive Education Environment and Changing Policy Landscape**



## Featuring International Keynote:

**Jenny Beckman-Wong**, *Director, University Marketing, RMIT University*  
Implementing a New Branding Campaign and Strategic Framework

**Hear about recent marketing initiatives in the education sector and the implications of the current economic climate and policy changes on your marketing strategies:**

- What does the future hold for marketing education services?
- How can social media be harnessed as a useful tool for marketers in today's environment
- Understanding the impact of effective branding, marketing strategies, organisational goals and community involvement to the success of your organisation

**Broaden your views with case studies and insights from across the tertiary sector**

## Full-Day Workshop – 24 August 2010



**Implementing a Successful Internet Based and Social Media Marketing Campaign**

An intensive learning opportunity facilitated by **Simon Young**,  
**sy social media consultancy**

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(see back page for details)

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**EDUCATION REVIEW**

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## DAY 1 - 25 August

- 8.30 Registration & Coffee
- 9.00 **Opening Remarks from the Chair**  
**Dave Guerin, CEO/Education Strategist, EDUCATION DIRECTIONS**
- 9.10 **Where Does the Future for Education Marketing Lie with Respect to Changes in Government Policy?**
- Will we need to attract the “right” kind of student before trying to attract just “any” student – The implications of funding being linked to performance and completion rates
  - Will the linkage to performance and completion rates have implications on how marketing tertiary education services will be done in the future?
  - International students will now have to be in NZ for 2 years before being able to access student loans – Will we market to international students in the same way?
- Dave Guerin, CEO/Education Strategist, EDUCATION DIRECTIONS**
- 9.55 **The Global Financial Crisis and the Tertiary Education Landscape**
- The Global Financial Crisis (GFC) is a seismic moment in the realignment of the world economy that will reverberate for the next ten years. This presentation looks at the impact for your organisation of 10 global social and economic trends already in play in tertiary education.
- What impact will government finances have on the cost pressures for providers, students and industry?
  - What effect will globalisation and information technology have on economic rates of return for qualifications and subjects?
  - How will this impact student decision-making and the implications for your marketing, both domestically and internationally?
- Dean Carroll, Education Consultant, DIOGENES CONSULTING**
- 10.40 Morning Break & Refreshments
- 11.00 **What Will Tertiary Education Providers Look like in 2020?**
- The tertiary education landscape is constantly changing; government policy relating to funding and student enrolments has recently changed and ever evolving technology changes the way students learn and the way in which we communicate with people.
- What will the tertiary education space look like in ten years?
  - Will online, blended and distance learning increase in prominence?
  - Will we still be marketing education to people in the same way?
- Dr Tom Ryan, President, TERTIARY EDUCATION UNION**
- 11.35 **The Importance of Social Media: You Can't Afford to Fall Behind!**
- Social media is becoming more and more important and cannot be ignored. This session will step you through some of the do's and don'ts of using social media to promote and market your organisation and offer some key tips on implementing social media and networking effectively.
- Twitter, Facebook, YouTube, LinkedIn – What options are out there and what is the best to convey your message?
  - How to authentically engage your audience
  - Examples of successful social media implementation – How did they do it?
  - Talent spotting - finding staff and students who'll be right for social media
- Simon Young, Director, SY SOCIAL MEDIA CONSULTANCY**
- 12.20 Lunch

- 1.20 **International Keynote: Undertaking a New Approach at RMIT University**
- RMIT University undertook a brand project in 2008 and launched a new strategic framework which was subsequently launched through a brand campaign. This re-brand dramatically increased the preference of RMIT University as a study option while also increasing enrolments and enquiries.
- What marketing channels did RMIT University use to promote the new brand and what were the most effective?
  - What was student response to RMIT University's new look?
  - The importance of the internet and social media in getting the message across
  - What is happening in marketing education services in Australia?
- Jenny Beckman-Wong, Director, University Marketing, RMIT UNIVERSITY**

- 2.20 **Case Study: Getting Amongst Social Media and Making the Most of It**
- At the University of Waikato there are multiple ways in which the university connects with potential, current and past students.
- What have we done and what are we currently doing?
  - Utilising different means – iTunes U, Vodafone live!, QR codes
  - Conveying a consistent image across all mediums
  - What are we planning to do in the future?
- Justin Hare, Marketing Manager, THE UNIVERSITY OF WAIKATO**

3.05 Afternoon Break & Refreshments

- 3.20 **Case Study: Increasing the Prominence and Success of Industry Training**
- This session will discuss how the Aviation, Tourism and Travel Industry Training Organisation (ATTTO) has gone about increasing the uptake of industry training and promoting their industries as exciting and viable careers that make a significant contribution to New Zealand's economy.
- How have we attracted more people to our programs?
  - The importance of industry training given the current economic situation
  - Providing skilled workers to growing sectors
  - The launch of projects which aim to attract, train and retain the best people – KiaOraMai – Essential Service Skills and NZSkillsConnect
- Elizabeth Valentine, CEO, ATTTO**

- 4.05 **Case Study: Stimulating Interest in the Dairy Industry through Multiple Marketing Channels**
- The Get Fresh! campaign run by DairyNZ promotes both on the farm dairy careers and agri-business and science careers in the dairy industry to young New Zealanders.
- Why is DairyNZ doing this?
  - What marketing channels have been used?
  - Who is the campaign targeting?
  - The evolution of the campaign since its inception
  - How is DairyNZ working with education providers to promote dairying careers?
- Sarah Fraser, GM Communications and Marketing, DAIRY NZ**

4.50 End of Day 1 and Networking Drinks

4.55 Networking Drinks

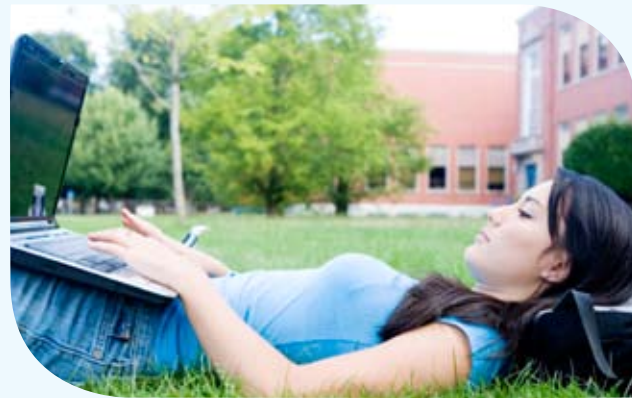
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## DAY 2 – 26 August

- 9.00 **Welcome Back from the Chair**  
**Dave Guerin, CEO/Education Strategist,**  
**EDUCATION DIRECTIONS**
- 9.05 **Measuring the Success of Open Days – Are you Getting the Best Results?**
- The need to provide more than just information – Open days need to convey more value and information than can be found on the web or in a brochure
  - Linking your open day to your brand and current campaigns – Creating a cohesive message
  - Strategies to engage the entire organisation with your marketing strategy so that maximum results can be realised
  - Do we only hold open days because everyone else does?
- Renée Walker, Student Recruitment and Marketing Manager,**  
**UNIVERSITY OF CANTERBURY**
- 9.50 **Communicating Study Options to Mature Students**  
Tertiary education is not just for school leavers and young adults but is open and available to adults from all walks of life. How can education providers market to this diverse group and engage their interest in life long learning?
- How do you target adult and mature students?
  - Providing options which suit their lifestyle – Blended and distance learning
  - Adapting your product to appeal to a different audience
  - Making study an option when people have little time to spare and money is tight
- David Shearer, CEO, SARINZ**  
*David is director of SYNERGY Education and General Manager of the Search and Rescue Institute New Zealand. SARINZ is a not-for-profit organisation that designs, delivers and exports training programmes and undertakes R&D in the area of Search & Rescue.*
- 10.35 Morning Break & Refreshments
- 10.55 **Case Study: Establishing Links with Secondary Schools in your Community**  
It is important to establish strong links with local secondary schools in order to facilitate students staying in the area to begin their tertiary education journey.
- Working with secondary schools to promote yourself as a study destination
  - The impact of the Youth Guarantee Scheme
  - What initiatives are Unitec looking to undertake in the future to target local secondary students?
- Huia Hanlan, Director – Student Recruitment,**  
**UNITEC NEW ZEALAND**
- 11.40 **Case Study: Lincoln Lands in its Place**  
Lincoln University has always had close ties to the land through its academic offerings and significant contributions to the economy. Their most recent marketing campaign presents the idea “Land where you want to be”; this session will discuss the campaign and outline the decisions behind the tagline and how this solidifies the universities brand position in the competitive tertiary market.
- Charlotte Mayne, Director Marketing and Communications**  
*International & Domestic, LINCOLN UNIVERSITY*

- 12.25 Lunch Break
- 1.25 **Knowing your Brand – Where Do You Sit in the Market?**  
A well defined brand is able to add a lot of value to your organisation and can enhance awareness of your organisation in the competitive tertiary education sector.
- Making sure you understand and know what students, past and present, are saying about you in the market
  - Identifying your strong points and weaknesses and using them to your advantage
  - Taking feedback on board and improving your image accordingly
- 2.10 **No Man is an Island, Nor is a Marketing Plan!**  
So how can we be sure that our marketing is being done for the right reasons? Is focused where it matters most? Is working as hard as possible? At the heart of marketing should be our wider organisational goals. And at the heart of our marketing expression should be our brand. The two must be aligned and crystal clear before we can expect to be really effective marketers.
- Strategy first - using desk, stakeholder and market research
  - Then brand – our strategy expressed publicly as a value proposition
  - Then marketing - ensuring that we walk the talk
- Peter Laursen, Founder and Principal Consultant, MPWR**
- 2.55 Afternoon Break & Refreshments
- 3.10 **Case Study on ACG: How Effective Marketing has Contributed to Domestic and International Growth**  
ACG has developed from a small single school to a group of NZ schools to a multinational group of 10 schools in three countries.
- What marketing initiatives has ACG undertaken, both domestically and internationally?
  - How has ACG utilised joint marketing?
  - Undertaking domestic and international recruitment
  - The use of the internet to allow access for students, parents and agents worldwide
- Kim Harase, Director of Marketing,**  
**ACADEMIC COLLEGES GROUP**
- 3.55 Summary Remarks from Chair and Close of Conference



## PRE CONFERENCE FULL DAY WORKSHOP - 24 August, 9.00am – 4.30pm Implementing a Successful Internet Based and Social Media Marketing Campaign

Social media is increasingly becoming one of the most effective and important marketing mediums available to modern marketers. For marketers to the education sector the use of social media is even more important due to the age of the target demographic, some of the most prolific users of social media. In this workshop you will learn how to master social media and use the internet effectively to drive your marketing strategy home.

### What you will learn:

- Understanding the different types of social media out there and what is most effective in conveying your message – In with Facebook, Twitter and blogs and out with Bebo and MySpace?
- Search engine optimisation – Understand how to increase page rankings and gain more exposure
- Targeted marketing on particular sites – The use of targeted marketing on Facebook

- What does your website say about you?
- Can viral marketing be sustained through mediums such as YouTube?
- Are partnerships with others online a good way of gaining traction on the web?
- Case studies of successful and not so successful social media and internet based campaigns

Facilitated by **Simon Young, Director,**  
**SY SOCIAL MEDIA CONSULTANCY**

*Simon Young grew out of the need to make social media practical, to show people just how much the world is changing, and how to survive - and thrive - right now.*

*Simon Young discovered social media as a freelance journalist for NZ Marketing Magazine, covering search marketing, email marketing and blogging, as well as the overall marketing mix. In 2004 his NZ Marketing Magazine cover story, Logging into Blogging, gave New Zealand businesses a taste for a new era where anyone can be a creator, consumer or curator of content.*

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