

## Charting a Safe Course to 2020

An **mtmconsulting** seminar for Heads, Governors, Bursars and Marketers  
**Coutts & Co. London WC2, Friday 13<sup>th</sup> November 2009**

*Taking the **mtmconsulting** Independent Education Sector Report 2010 as their starting point, expert speakers will identify the key educational, financial and marketing issues to see independent schools safely through the next decade.*

*All presentations will be followed by an open question and answer forum.*

**09.30 Registration and coffee**

**10.00 Sector Report 2010: The next ten years – Dick Davison**

*Dick Davison, Head of Research and Strategy at **mtmconsulting** will highlight the main findings and scenarios over the next ten years as identified in the 2010 Independent Education Sector Report.*

*Dick will show our projected changes in school numbers as the impacts of recession, public sector spending cuts and independent state education are felt. He will also identify opportunities for overall growth in the independent sector.*

**10.50 Guarding the gold standard or cutting coats to our cloth: Does it have to be a choice – Nigel Richardson**

*Nigel Richardson is the former Headmaster of the Perse School, Cambridge, and also a former chairman of the HMC.*

*Nigel will examine some of the strategic questions affecting our academic, co-curricular and pastoral provision which SMTs should ask themselves in times of change. Topics will include the impact of change on class size, subject range, option choices, applications of technology and the role of Director of Studies.*

**11.40 Coffee and refreshments**

**12.00 Managing costs, the bottom line – Nigel Noble**

*Nigel has experience as bursar at Lady Eleanor Holles School and is now AGBIS Training and Membership Secretary.*

*Nigel will assess the practical cost management measures that independent schools will need to make to negotiate the impact of recession and falling affordability. He will provide advice on where to cut and where to spend and identify new opportunities for achieving income. Until his retirement in 1997 Nigel was Bursar at The Lady Eleanor Holles School. Whilst in this role he also chaired the ISBA Finance Committee. He is now AGBIS Training and Membership Secretary.*

**12.45 Practically full: Marketing & sales techniques for your school – Melanie Tucker**

***mtmconsulting** Principal Melanie Tucker will focus on the practical marketing techniques all schools can use to ensure strong rolls over the coming decade.*

*With a raft of marketing and sales measures to ensure strong pupil attraction, conversion and retention rates, Melanie will show how you can optimise your pupil roll numbers year after year.*

**13.30 Lunch (finger buffet) and close**

**Book NOW to receive a £25 early booking discount**  
**Places booked before 9<sup>th</sup> October are available at £130**

## SEMINAR REGISTRATION FORM

**Please complete and send to with your payment\* to:**

Barbara Badrick  
**mtm**consulting  
Portland House  
43 High Street  
Southwold  
Suffolk IP18 6AB

Please reserve \_\_\_\_\_ place(s) at **'Charting a Safe Course to 2020'** to be held at  
Coutts & Co, 440 Strand, London, WC2 0QS on **Friday, 13 November 2009**.

**Seminar Fee: £155** including lunch

**Delegate(s):**

1. Name ..... Title.....  
Position .....  
Email .....

2. Name ..... Title.....  
Position .....  
Email .....

\*I enclose a cheque for £\_\_\_\_\_ payable to **mtm**consulting limited.

Signed ..... Date .....  
School .....  
Address .....  
.....  
Telephone number .....

