

Practical Research and Marketing Seminar

**Thursday 1 March 2012
Cavalry & Guards Club
127 Piccadilly, London W1**

9.30 *Coffee and Registration*

10.00 *UK Independent Education Market: Forecasts, Challenges & Opportunities, 2012-2020*

*Highlights from **mtm**consulting's latest report on market developments in the UK education sector.*

- *Pupil and financial trends*
- *The impact of Academies, Free Schools and Shake-up of the State Sector.*
- *What does this mean for your school?*

11.15 *Coffee break*

11.40 *Re-branding your School*

Revitalising your visual identity and your marketing collateral

13.00 *Lunch and networking*

14.15 *Getting the best out of Independent School Guides & Websites*

The inside track on the Good Schools Guide, Tatler etc, how they operate and the pitfalls to avoid

15.00 *How research can inform strategy and enhance recruitment*

What works, what doesn't and the secret of success

16.00 *Tea and close*