

## **Strategic ELT Marketing Planning** *with Alison McGowan*

*Tuesday 3<sup>rd</sup> June, 219 St John Street, London, EC1V 4LY*

### **Introduction**

We live in a rapidly changing environment where competition in ELT provision is increasing daily, both from UK institutions and those in other countries. At times like this effective marketing is ever more crucial and realistic planning essential. This seminar will be especially relevant to those in management positions who want to take a pro-active approach to marketing their organisation and wish to maximise the cost-effectiveness of money spent on marketing, but it will also be useful for senior managers who want to develop new strategic directions for the future in more general terms.

### **Session Outline**

- Changes in ELT over the last 2 years
- The need for planning
- A marketing planning model
- SWOT analyses, USPs, PESTEC factors, 6Ps- all the acronyms
- Setting clear objectives
- Effective strategies and tactics
- Budgeting and evaluation

### **Outcomes**

- An overview of what is happening globally in terms of trends and demands
- An understanding of marketing concepts in general and how they apply to ELT marketing
- A blueprint for writing a marketing plan taking into account limited resources
- Confidence to produce a workable plan for delegates' individual organisations.

### **Timetable**

Registration	10.00
Starting Time	10.30
Ending Time	17.00

*Lunch and refreshments provided*

### **Trainer Profile**

**Alison McGowan** is an international marketing consultant with extensive experience in Southern Europe, the Eastern Mediterranean and South America. Her background is in teaching, teacher training and the marketing of ELT, and she has held senior marketing

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positions at Oxford University Press, Longman ELT and the Bell Schools. Alison is the founder and Director of Florence Associates, an international consultancy specialising in the marketing of EFL. The Florence Seminars are an integral part of this and during the past 10 years Alison has given over 80 workshops in countries as diverse as the UK, Canada, Chile, Brazil, Italy, Ireland and Yugoslavia.

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