

Master class for newcomers to international education marketing



Overview

Each speaker will give a brief presentation, then it's over to you for comments and questions

1. Market research, the marketing plan and the budget

Stephan Roussounis, Cambridge Education Group/Stafford House School of English

2. Fairs, workshops, inward mission and overseas trips

Clare Gossage, University of the Arts London

3. Relationship marketing, networking and hot tips

Richard Day, English in Chester

Market research, the marketing plan and the budget

Stephan Roussounis

Director

**Cambridge Education Group/Stafford
House School of English**



Considerations

Over 2 million
weeks

Over 450
competitors in
the UK

USA,
Australia,
Canada,
Ireland, Malta

Increased
Competition

How is my
school
different?

Where do I find students?

- British Council/English UK Reports
 - Google Rankings
 - Agent's Websites
 - Google Map
 - Local search pages (www.google.co.kr)
 - LTM surveys
 - Workshop guides
 - Competitors
-
- Where do you sit currently in the market?
 - Where do you want to be?

Marketing Budget

- Commission (not always included)
- Offers
- Marketing Contributions
- Agent magazines/Fairs/ Websites
- Print Material
- B2B Branding
- Online
- Staff

Fairs, workshops, inward missions and overseas trip

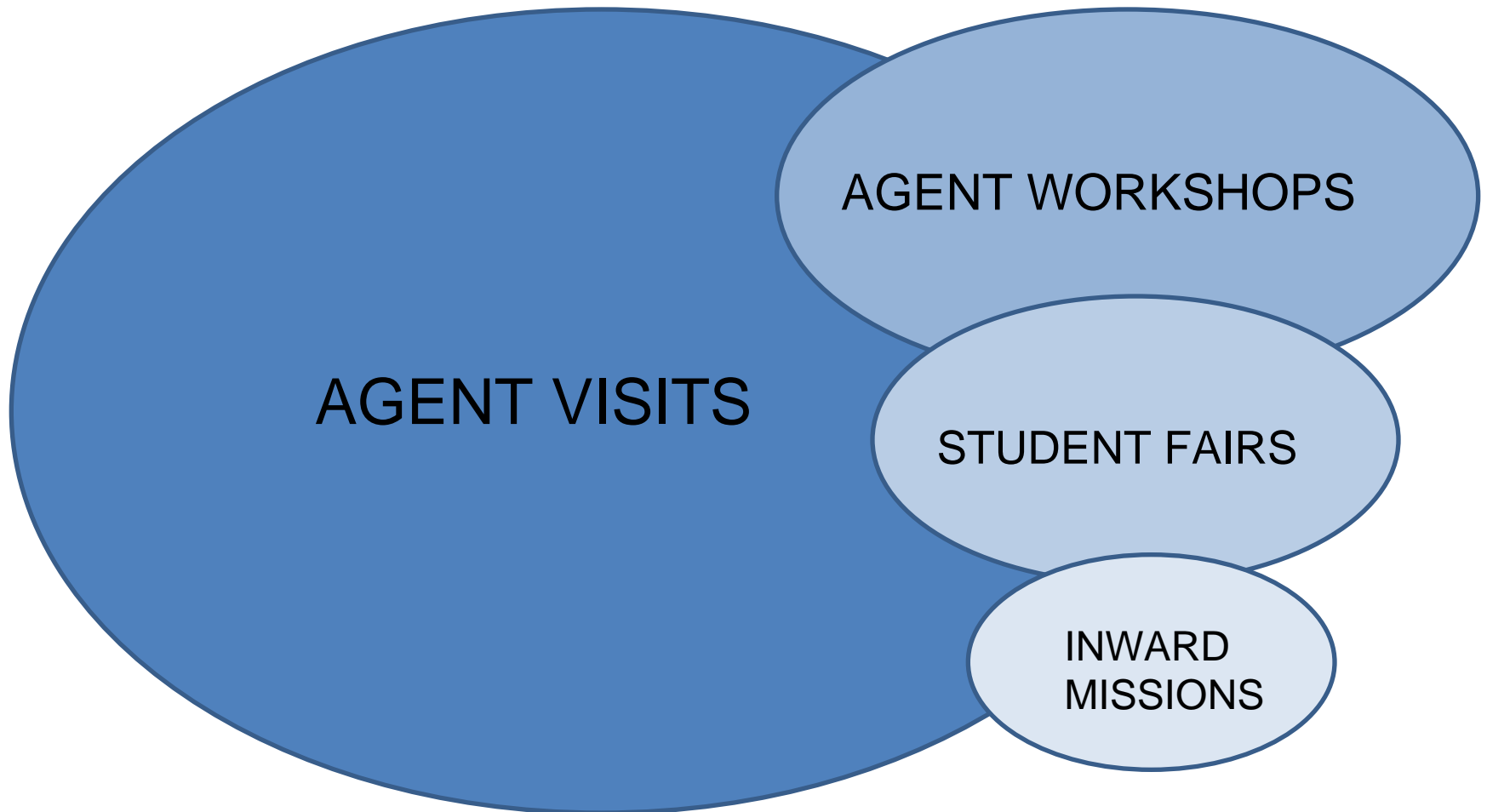
Clare Gossage

Head of International Marketing

University of the Arts London



Overseas trips: getting the balance right



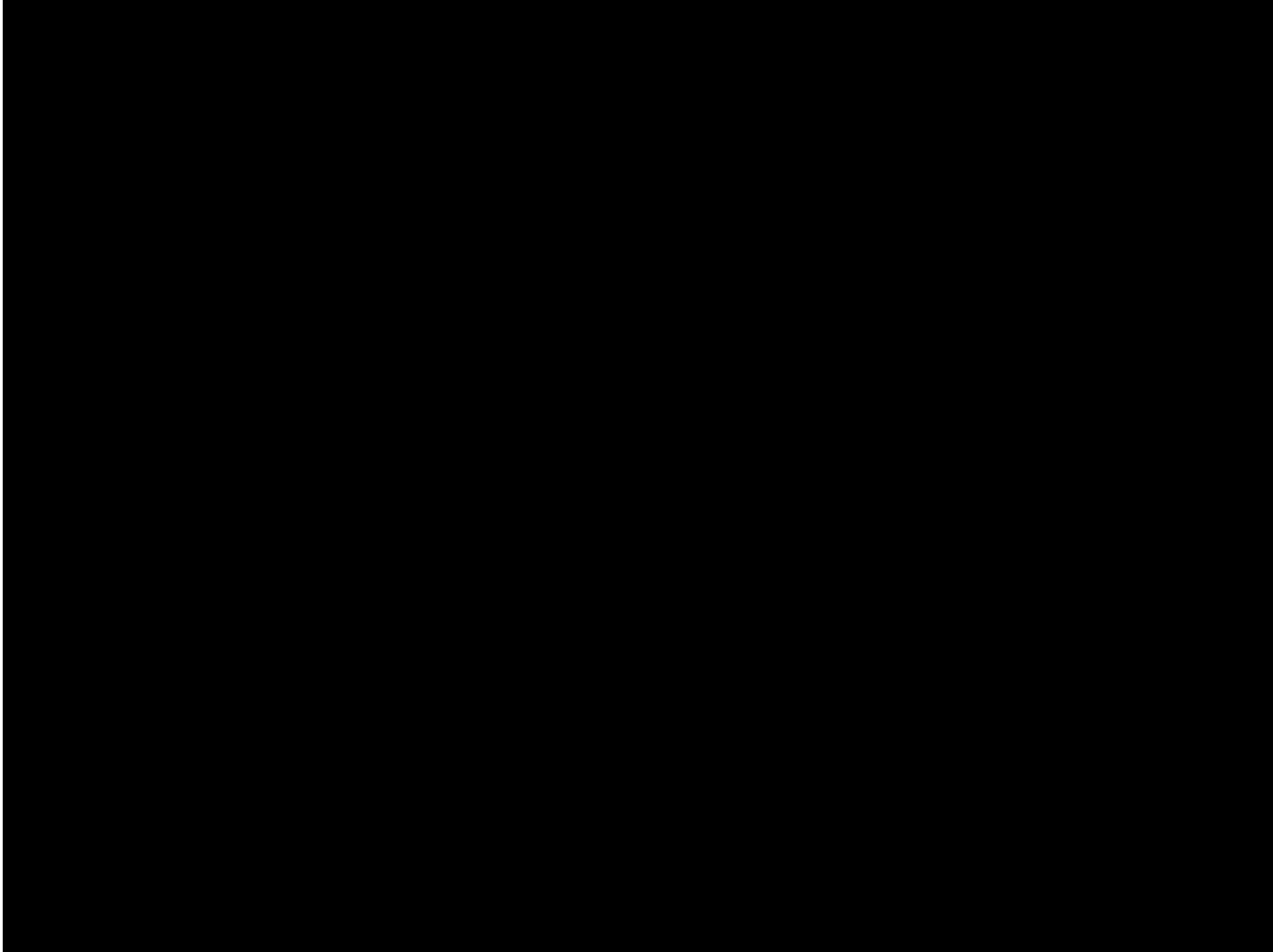
Trip Planning

- What do you want to achieve?
- Look at calendar of events e.g. www.thepienews.com
- Write annual trips plan + budget
- Can you combine activities/countries?
- Gather market research from agents/competitors and use it to improve your offer
- Afterwards: assess the effectiveness of trip
- Maintain flexibility in your plan

Become a wise and well-prepared traveller



Become a wise and well-prepared traveller



Relationship marketing, networking and hot tips

Richard Day
Director
English in Chester



Relationship marketing

- Be
The C A P rule
- Know
The S C U M rule
- Remember
The key words: TEAM DELIVERY
TALK/LISTEN/ASK VISIT
FOLLOW-UP REPLY

Networking

What should I join and how do I make the most of networking opportunities?

- International Groups
- National Groups
- Regional or Local Groups
- Special Interest Groups
- Marketing Groups

“You are not alone!”

Hot tips: Dos and Don'ts

DO

- speak to the press
- be a team player
- enjoy your work
- be prepared to go that extra mile
- have a written record
- answer the phone
- make nice gestures

DON'T

- make promises you can't keep
- keep people waiting
- assume too much
- be slow in responding to complaints
- keep good news to yourself!

Over to you...

Any questions or comments?

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