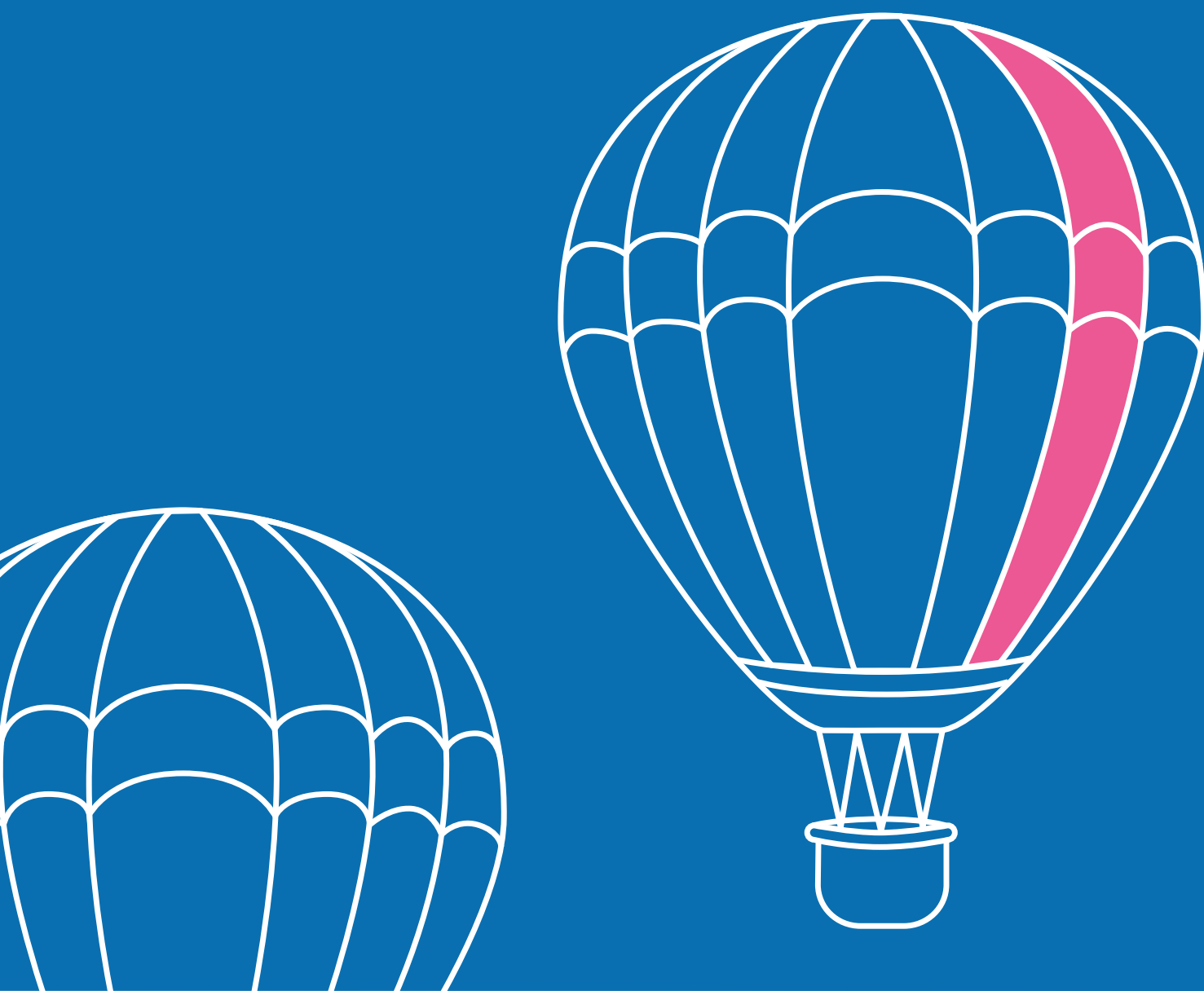




ELT MARKETING CONFERENCE 2021

Friday 24 September



Welcome to the ELT Marketing Conference 2021

We're really excited to welcome you to our first fully face-to-face event since the winter of 2020. Our sector has faced - and continues to face - unique challenges during the pandemic, but the numbers here today are another reminder of UK ELT's resilience and determination to survive and thrive.

Today is about supporting you and your team to reconnect with students and agents: we've planned this conference to prepare for what we hope will be a steady increase in student bookings in 2022, with a mixture of practical and inspirational sessions.

Insightful plenaries cover all the marketing bases, with a session on the role neuroscience plays in buyer behaviour as well as a masterclass in getting your message across to the right people.

How do we market in the new normal? We'll cover that in sessions on digital and email marketing, and a panel analysing European prospects. There are expert-led discussions on student concerns, business needs and - as part of our building back better agenda - the opportunity to talk about issues such as sustainability and race in a marketing context. Everyone's thoughts are valuable, so please take part if you feel able.

We think it's going to be a fantastic day: thank you for being part of it.

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Jodie Gray
Chief Executive
English UK

Your safety at the event

We want everyone attending the conference to feel relaxed and ready to enjoy being in the company of other people again. We are working with the venue to ensure a safe and responsible event for all delegates and staff.

We are taking extra precautions to ensure that the risk of Covid-19 transmission is minimised at the conference.

We request you co-operate fully with all directions given by English UK and etc. venues.

Please read the full event guidance on our website.

At the event

Admission

In line with the advice and guidance from UK and local government, you will be required to present your NHS COVID Pass on entry to the conference in order to gain access to the event and to help us to reduce the risk of Covid-19.

You will need to provide one of the following:

- Proof of full Covid-19 vaccination. This requires two doses of a Covid-19 vaccine being given at least 14 days prior to attendance at the event.

OR

- Proof of a negative Covid-19 lateral flow test (LFD) carried out at home within 48 hours before the event.

OR

- Proof of natural immunity based upon a positive PCR test taken within 180 days of the event (including 10 days self isolation following the result).

You can create and present your NHS COVID Pass via the NHS App (including a downloadable pdf), on the NHS website or as a paper letter, which can be requested through the NHS website or by ringing 119.

For more details on the requirements and how to download the pass, [visit the NHS website](#).

We are using proof of your Covid-19 status to minimise the risk of the virus spreading at the event. Anyone unable to provide appropriate documentation will not be permitted access to the event.

After the event

If after the event you test positive for Covid-19 within 14 days (based on a PCR test result), inform English UK promptly.

We will retain and store delegate contact information, in line with [government guidance](#), securely after the event in case a delegate reports Covid-19 diagnosis.

We thank you in advance for your diligence in this matter.

Thanks to our sponsor



Disquiet Dog

Disquiet Dog is a full-service digital marketing consultancy and agency for the education, travel and tourism sectors. From one-to-one drop-in sessions, to in-house training and hands-on digital marketing monthly support, the Disquiet Dog team will work with your team to ensure your online presence is where it should be - on page one!

As well as all of this, they also deliver challenging yet uplifting keynotes and workshops, thought leadership and consultancy to the education and training sector – [check out the blog](#) which is packed with useful articles, tips and tricks.

“Disquiet Dog have empowered us to become better at our jobs, to develop dormant skills within our team and enhance our digital footprint, and with such ease! Their ongoing support, expert knowledge and skilled insight has been tremendous. We are now well positioned online and delighted that students all over the world visit our website and inquire about the programmes we offer.” Cosmina Talos, Marketing Manager.

www.disquietdog.com

Timetable

Friday 24 September 2021

09:00 – 09:45	Registration
09:45 – 10:00	Welcome from English UK
10:00 – 10:45	Take the short cut to marketing glory with Richard Bradford
<i>10:45 – 11:15</i>	<i>Break</i>
11:15 – 12:00	The new world of digital marketing: what you need to do and how with John Heffernan
	Discussion session: marketing and students' concerns with Fiona Dunlop and Farhan Quraishi
12:10 – 12:40	Rebuilding market confidence with the English with Confidence campaign with Louise Gow, Annie Wright and Jodie Gray
	Discussion session: marketing and balancing business needs with Stephan Roussounis
<i>12:40 – 13:30</i>	<i>Lunch break</i>
13:30 – 14:00	Sales action, energy and motivation in post-covid times with Nicola Lutz
	Discussion session: marketing and sustainability with Chris Etchells and Dan Bryan
14:10 – 14:55	Future Outlook: Europe as a source market – where are we now? with Jodie Gray and panel
	Discussion session: marketing and promoting diversity with Saeed Adam
15:05 – 15:50	Email marketing: the hidden hero of direct student bookings with Archie Pollock
	Discussion session: adapting your marketing strategy with Richard Bradford
<i>15:50 – 16:15</i>	<i>Break</i>
16:15 – 17:15	Neuromarketing, the science of purchasing behaviour: how to use it effectively to attract and convert more prospects into customers with Flavilla Fongang
<i>17:15 – 18:15</i>	<i>Networking reception</i>



Join the conversation
#EUKConference #UKELT

Session descriptions

Friday 24 September 2021

Take the short cut to marketing glory

10:00 – 10:45

Richard Bradford dishes up a plenary of positivity - with seven hot marketing tips for 2022 which span the marketing spectrum, whether you're digitally daring or old-school analogue. In this session, Richard will outline key considerations to make sure your marketing drive and recruitment is working as effectively as possible to help your recovery over the next year.

The session will be preceded by a welcome from English UK at 09:45.

Richard Bradford is the managing director of Disquiet Dog, a digital agency specialising in the education sector. The fast-growing team delivers a wide range of custom digital solutions which boost profitability and increase student recruitment.



Richard Bradford

The new world of digital marketing: what you need to do and how

11:15 – 12:00

More tasks, less time, and with recent major Google changes, an even steeper knowledge update or learning curve for those taking on marketing their centres.

The recent major changes to the way Google indexes sites will impact across search, social and video.

Join this session to discover the new integrated marketing world, key changes you need to understand and quick wins you can implement to stay ahead.

John Heffernan, Sales Director, Red Live Media

Discussion: marketing and students' concerns

11:15 – 12:00

Students are returning to the UK and understanding their needs and concerns is more important than ever as we rebuild relationships with them. This discussion will encourage you to think about what is on students' minds, what issues are important to them in life and why are they choosing to study abroad now?

Fiona Dunlop, Wimbledon School of English and Farhan Quraishi, Speak Up London

Session descriptions

Friday 24 September 2021

Rebuilding market confidence with the ‘English with Confidence’ campaign

12:10 – 12:40

‘English with Confidence’ is a unified campaign supported by English UK, British Council and DIT that aims to reassure and inform UK ELT’s international partners to support sector recovery.

In this workshop session, English UK will introduce the campaign and invite discussion and ideas from members on how we can best support agents and partners to promote UK ELT over the next twelve months.

Louise Gow, Annie Wright and Jodie Gray, English UK

Discussion: marketing and balancing business needs

12:10 – 12:40

This session will discuss rebuilding your business and UK ELT considering the lessons learned in the past 18 months. You will be asked to share ideas on rebuilding business and agent relationships and future business models and plans. What can we, as an industry, and you, as a business, do differently in the future?

Stephan Roussounis, Managing Director, Bayswater Education

Sales action, energy and motivation in post-covid times

13:30 – 14:00

Nicola will look at ways to energise and remotivate a team when we’re all depleted, plus give some quick wins to rediscover your mojo and get the bookings coming back in.

Nicola Lutz, Owner, No Fluff

Discussion: marketing and sustainability

13:30 – 14:00

Does being green attract new students? Why are so many language schools emphasising their green credentials? Come along to discuss and learn more about the issues affecting students’ choice of schools.

Dan Bryan, Director, Languages United and Chris Etchells, ELT Footprint

Session descriptions

Friday 24 September 2021

Future Outlook: Europe as a source market – where are we now?

14:10 – 14:55

Traditionally Europe has been UK ELT's largest source region but the pandemic has disrupted student mobility and the impact of the post-Brexit points-based immigration system is not yet confirmed.

Three months on from the publication of 'Europe Future Outlook: Europe as a source market for UK ELT in 2021 and beyond', our panel of experts will revisit the research paper's key findings, discuss where we are now, and share their own strategies and recommendations for the changes in the market.

Jodie Gray, Chief Executive, English UK plus panel

Discussion: marketing and promoting diversity

14:10 – 14:55

This session will discuss what it means to incorporate diversity in your marketing. Saeed will share his experience as a Black man and marketer in ELT and will open the discussion about how to implement antiracist strategies in your centre marketing.

Saeed Adam, Consultant

Email marketing: the hidden hero of direct student bookings

15:05 – 15:50

Within the realms of digital marketing, email is an extremely powerful and cost-effective method of student recruitment. Explore this often-overlooked digital channel and understand how successful email can be for those keeping a close eye on their marketing budget for 2022. Facts and figures, instances of best practice, and real-life industry examples will help you to gauge where you stand, and where improvements can be made to inexpensively bolster your direct bookings.

Archie Pollock, Regional Manager, Higher Education Marketing

Discussion: adapting your marketing strategy

15:05 – 15:50

This session will summarise the key points raised in earlier discussion sessions and talk about if and how you can adapt your marketing strategies to reflect current affairs and movements.

Richard Bradford, Managing Director, Disquiet Dog

Neuromarketing, the science of purchasing behaviour: how to use it effectively to attract and convert more prospects into customers

16:15 - 17:15



Flavilla Fongang

How have some brands developed an emotional connection with a large audience who believe in them and buy from them frequently without questioning the value or authenticity of their products or services? Flavilla Fongang will showcase how brand psychology has been used to connect a brand to its customers. She will share different strategies that improve brand perception and attract more prospects for a business. Learn to attract, convert and most importantly build loyal clients.

Flavilla Fongang is a serial entrepreneur, author and the founder of 3 Colours Rule, an award-winning branding and neuromarketing agency. Through her agency, she has helped her clients scale their brand nationally and internationally. Flavilla Fongang is a respected brand strategist with neuromarketing expertise and the creator of the D.A.C. system and The “Beyond marketing” strategy. Flavilla is the brand advisor for the BBC and provides regularly actionable brand strategy advice on live radio and TV. She is also the founder of Tech London Advocates for Black Women in Tech. She hosts Tech Brains Talk podcast providing insights and advice to tech entrepreneurs and companies.

