



The English UK Marketing Conference

Friday 8 February | London

Timetable

09:00 – 09:50	Registration			
09:50 – 10:00	Welcome address English UK and LanguageCert			
10:00 – 10:50	Opening plenary: Let me tell you a story... Jacqueline Kassteen			
10:50 – 11:15	Refreshment break and exhibition			
11:15 – 12:05	Elective session one:			
	Broadgate 1	Broadgate 2	Bishopsgate 1	Bishopsgate 2
	How to boost profit by changing one single web page Richard Bradford	The power of student-led marketing: using influencers and creating brand champions Jackie Kassteen and Ricky Sharma	Nailing the publicity criteria Keith Morrow and Audrey Rodgers	At the cutting edge: 2018 data and what it means for your business Jodie Gray, Patrik Pavlacic and panel
12:10 – 13:00	Elective session two:			
	How to boost profit by changing one single web page Richard Bradford	Maximising direct bookings using best practices, automation and CRM technology Philippe Taza	Long-term courses and getting your costs and contributions right: lessons from the FE sector Janette Donjon	At the cutting edge: 2018 data and what it means for your business Jodie Gray, Patrik Pavlacic and panel
13:00 – 14:00	Lunch			
14:00 – 14:50	Elective session three:			
	How to work with design... and designers Ann Hawkings and Sarah Lewis	More engaging classrooms and more effective marketing - VR and AR in the classroom and the agency office Ross Holmes	More than 'the course'; Adding value within learners' journeys Mick Davies and Simon Fitch	Recruiting students from the Gulf Andy Buckland and Spencer Fordham
15:00 – 15:50	Brexit panel Sarah Cooper, Emma Meredith, Lucy Horsefield, Mark Hilton and Pat Siani			
15:50 – 16:10	Refreshment break and exhibition			
16:10 – 17:00	Closing plenary: Finding ideas that can change your business Dave Birss			
17:00 – 18:30	Networking reception			

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