

# Timetable

07:30 – 09:00	Service provider set up			
09:00 – 09:50	Registration			
09:50 – 10:00	Welcome address <i>English UK and Trinity College London</i>			
10:00 – 10:50	Opening plenary: Delivering a memorable customer experience through people <i>Linda Moir</i>			
10:50 – 11:15	Refreshment break and exhibition			
11:15 – 12:05	Elective session one:			
	<b>Broadgate 1</b>	<b>Broadgate 2</b>	<b>Bishopgate 1</b>	<b>Bishopgate 2</b>
	The ELT market in Japan: updates and current trends  <i>Shoko Doherty plus guests</i> <i>Celtic English Academy</i>	A new balance: how to manage your marketing channels  <i>Richard Bradford, Jodie Gray (chair), Ross Holmes plus guests</i>	Negotiating with your mates  <i>Hannah Alexander-Wright</i> <i>Consultant</i>	Social media: content is still king; make sure you are posting with a purpose  <i>Sam Bufton</i> <i>V1 Media Group</i>
12:10 – 13:00	Elective session two:			
	From Baidu to WeChat: demystifying digital marketing in China  <i>TBC</i>	Horizon scanning  <i>Samuel Vetrak</i> <i>StudentMarketing</i>	Digital marketing strategies to increase direct enquiries for language schools  <i>Philippe Taza</i> <i>Higher Education Marketing</i>	Mother nurture: recruit more students via your website  <i>Ross Holmes</i> <i>ICEF</i>
13:00 – 14:00	Lunch			
14:00 – 14:15	Post lunch energiser - Theatre Workout			
14:15 – 15:05	Elective session three:			
	Turkish Market Update – ELT Recruiting in Yeni (new) Turkiye  <i>David Mitchell</i> <i>Levant Education Group</i>	ELT does TNE: the hows, whys and wherefores of delivering training overseas  <i>Jodie Gray (chair) plus guests</i>	Ten steps to digital enlightenment:  <i>Richard Bradford</i> <i>Disquiet Dog</i>	Outperform the competition: be dramatic!  <i>Adam Milford</i> <i>Theatre Workout Academy</i>
15:05 – 15:30	Refreshment break and exhibition			
15:30 – 16:15	Thailand Market Report <i>Hannah Alexander-Wright</i>			
16:20 – 17:10	Closing plenary: Discover and release your inner entrepreneur <i>Sahar Hashemi</i>			
17:10 – 18:15	Networking reception			

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