

Marketing Workshop for School Business Professionals

For your school, MAT or local group

Do you need to:

- ▶ Attract more students to fill your school and to close the funding gap?
- ▶ Generate income from a variety of sources such as sponsorship, donations and grants?
- ▶ Recruit and retain the best staff in a recruitment and retention crisis?
- ▶ Share positive stories about your school and engage difficult parents?
- ▶ Manage your school's reputation online and handle communication in a crisis?
- ▶ Communicate your strengths widely and effectively while being GDPR compliant?
- ▶ Create a compelling brand and vision across a school or multi-academy trust?



If the answer is YES to any of these questions, then this 1 day marketing workshop will provide you with the knowledge and skills to be successful in these key areas.

Topic		Duration
Morning		
1	Listening to parents, colleagues and other stakeholders	45 minutes
2	Creating a clear vision, branding and messages to support the growth of your school	45 minutes
3	Making effective use of the external communication channels available to schools—website, social media, apps and more	1 hour
4	The essentials of income generation—crowdfunding, grants, sponsorship and more	1 hour
Afternoon		
5	Assembling a marketing plan and practical implementation steps	1 hour
6	Crisis communication and media management	45 minutes

 Practical and easily applied
to your school's context 

This marketing workshop
is mapped to the ISBL
Professional Standards



Interactive training request form

Contact name	
Contact phone number	
Contact email address	
No. of delegates	
Training dates requested	

Do you want to include the optional Crisis communication and media management session?

Yes No

Venue details

School/venue name	
School/venue address	
Venue requirements	<input type="checkbox"/> Projector and TV screen <input type="checkbox"/> Room must comfortably host delegates in cabaret layout <input type="checkbox"/> Flip chart and pens <input type="checkbox"/> Provision of refreshments and lunch for delegates and the ISBL Trainer
Approximate timings	

Delegate information

Please give any detail about:

- The delegates expected to attend, e.g. what school types they are from
- Local context that would be helpful to understand, e.g. falling birth rate, competition from other schools
- Challenges you are facing or opportunities you want to explore.

Enter details here:

Please return this form to training@isbl.org.uk