

Marketing and Communications



Day 1- Thursday 23rd November - Marketing and Comms Sessions	Session Summary
<p>15:15 - 16:00</p> <p>Sustainable Fundraising and Embedded Practice</p> <p>Matthew Smith, MBE Sheringham Woodfields School / ABMNS</p>	<p>Fifteen years ago, Matthew embarked on a journey into the world of School Business Management. Despite its inherent difficulties, he developed a profound passion and respect for the profession and consider it a great privilege to contribute, albeit in a modest yet significant way, to the growth of the pupils at his school. Over the course of these years, Matthew dedicated himself to instilling sustainable fundraising approaches into various areas of his School. In this upcoming session, he will aim to offer a concise overview of the valuable insights he has gained and provide an opportunity to share the successful strategies he has employed.</p>
Day 2 - Friday 24th November - Marketing and Comms Sessions	Session Summary
<p>11:35 - 12:20</p> <p>Are you Celebrating your Values? Quick Wins for Using your Best Assets</p> <p>Andy Jones Cooper Parry</p>	

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Day 2- Friday- 24th November - Marketing and Comms Sessions	Session Summary
<p>13:20 - 13:50 Investing in your community</p> <p>Phil Burton Success Academy Trust</p>	<p>In this session we will dive into the reasons why engaging with the broader community is so important – both for strengthening relationships and for securing additional revenue streams for your school. Phil will take a look at some of the key strategies and tools you can use to engage with the community and increase income.</p>