

**SCHOOL & COLLEGE COMMUNICATIONS, ADMISSIONS & MARKETING - 'HOW WE DO IT' FORUM 2018**

Booking is open for the 2018 Spring FORUM conference (tickets cost just £124+ Vat) and Masterclass workshops and seminars - exclusively focused on digital Education communications, admissions and communications:

<https://www.EMCdigital.com>  
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A limited number of 'Early Bird' conference tickets are available representing fantastic value at just £124 + Vat per person for attendance at the FORUM, including lunch, refreshments and copies of the presenters' slides.

"HOW WE DO IT" CONFERENCE – SPEAKERS

Don't miss this opportunity to learn and improve from expert practitioners from Schools & Colleges... and to network, making new contacts over the day.

Over the conference you will hear case studies, best practice, tips and techniques from experienced Education marketeers and admissions staff and others responsible for communications, including:

- \* CONTENT & SEO with Elizabeth Malone-Johnstone, Head of Digital, ACS International Schools.
  
- \* DIGITAL LEADERSHIP with Martin Reader, Headmaster, Cranleigh School (BSA Chair Elect & HMC representative) and Jody Cooksley, Head of External Relations, Cranleigh School.
  
- \* SOCIAL MEDIA with Marta Matias, Head of Digital Media, Lakefield Hospitality College.
  
- \* BRAND REPUTATION with Ijeoma Akigwe, Director of Marketing and Customer Experience, Ealing, Hammersmith & West London College (Heist Marketer of the Year and College Marketing Network Lifetime Achievement Award winner).
  
- \* WEBSITE DEVELOPMENT with Philippa Scudds, Director of Marketing and Communications at Canford School (Nominated for Best Use of Technology in Customer Engagement, Engage awards).

\* DIGITAL TRENDS & QUICK WINS with Matthew D'Arcy, Director, EMCdigital and Click-Recruit-Enrol.

\* SOCIAL MEDIA & STUDENT DIGITAL MARKETING AMBASSADORS with Sanoobar Patel, Marketing and Enrichment Manager, Leyton Sixth Form College.

\* EMAIL COMMUNICATIONS with Brenda Rico, Digital Marketing Specialist, King's College Schools Group.

#### MASTERCLASS WORKSHOPS & SEMINARS FOR SCHOOLS & COLLEGES

Book now for essential Masterclasses workshops designed for those working in Colleges & Schools.

For full details about each Masterclass workshop please see:

<https://www.EMCdigital.com/live/masterclasses>  
( <https://www.EMCdigital.com/live/masterclasses> )