

## COBIS CONFERENCE FOR MARKETING, DEVELOPMENT AND ADMISSIONS STAFF

25-26 April 2019 | Haileybury Astana, Kazakhstan

Thursday 25 April	
	Registration /
	Welcome refreshments
Session 1	<p><b>Conference opening - COBIS representative</b>  <b>Welcome - Mark Smith, Headmaster at Haileybury Astana</b></p> <p><b>Organisational strategy</b>  <i>Ian Hunt   Chairman of the Board of Governors at Haileybury Astana and Haileybury Almaty</i></p> <p><b>“Certain Uncertainty in the Digital Era: How It Shapes Business and Influences Marketing Decisions”</b>  <i>Erlan Ospanov   CEO Verny Capital Group</i></p> <p><b>Discussion on Strategic Marketing</b>  <i>Dr. Patrick Duparcq   Dean, Nazarbayev University Graduate School of Business</i></p> <p><b>Panel moderated Q&amp;A</b></p>
	Refreshment break
Session 2	<b>School tour / Networking</b>
	Lunch
Session 3	<p><b>“Marketing Positioning: Where do you stand in the market? Tools and techniques to audit your school's position against the competition”</b>  <i>Denry Machin   Dragonfly</i></p>
	Refreshment break
Session 4	<p><b>“Neuromarketing: Manipulation or Winning Minds?”</b>  <i>Olga Abdrakhmanova   Director of Corporate Communication at Verny Capital Group</i></p> <p><b>“Admissions Vs Marketing: Which Matters Most?”</b>  <i>Denry Machin   Dragonfly</i></p>
	<p><b>Day one closing remarks</b>  COBIS representative</p>

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Contributors



EYE  
FILM



VERNY CAPITAL



	<b>Day one close</b>
	Coaches to hotel
	Coaches from hotel to restaurant
	Coaches from restaurant to hotel

<b>Friday 26 April</b>			
	Buses pickup from hotel		
	Welcome refreshments		
<b>Session 5</b>	<p style="text-align: center;"><b>Open Day Two</b> <i>COBIS representative</i></p> <p style="text-align: center;"><b>Digital marketing</b> <i>Dan Price   Interactive Schools</i></p> <p style="text-align: center;"><b>Crisis Management case study – protecting reputation, managing expectations &amp; dealing with stress</b> <i>Olga Abdrakhmanova   Director of Corporate Communication at Verny Capital Group</i></p> <p style="text-align: center;"><b>Building wider community – Alumni / Parent Association</b> <i>Gail Ganney   Governor, Haileybury Network Development</i></p>		
	Refreshments break		
<b>Session 6</b>	<p style="text-align: center;"><b>“How to produce a social media film in 90 minutes”</b> Charlie Gauvain   Eyefilm</p>		
	Lunch		
<b>Session 7</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; background-color: #e0f2f1;"> <b>“Data Management for the Admissions Office”</b> <i>MacKenzie Hovermale   ManagBac</i> </td> <td style="width: 50%; background-color: #e0f2f1;"> <b>Marketing workshop</b> <i>Dan Price   Interactive Schools</i> </td> </tr> </table>	<b>“Data Management for the Admissions Office”</b> <i>MacKenzie Hovermale   ManagBac</i>	<b>Marketing workshop</b> <i>Dan Price   Interactive Schools</i>
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	Refreshments break		
<b>Session 8</b>	<p style="text-align: center;"><b>“Top strategies to avoid tension between Marketing &amp; Admissions teams and the Academic Staff”</b> <i>John Medicott   JMC Inset</i></p> <p style="text-align: center;"><b>“How Can Inbound Marketing help your Admissions, Marketing and Development Goals?”</b> <i>Debbie Eisenach   Finalsite</i></p>		
	<p style="text-align: center;"><b>Closing remarks and highlights video</b> <i>COBIS representative</i></p>		
	<b>Conference close</b>		
	Coaches to hotel		

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