

## COBIS CONFERENCE FOR MARKETING, BUSINESS DEVELOPMENT AND ADMISSIONS STAFF

25-26 April 2019 | Haileybury Astana, Kazakhstan

Thursday 25 April	
0800-0815	Buses pickup from hotel
0830 (10)	Registration / security
0840 (20)	Welcome refreshments
<b>Session 1</b> 0900 (2:15)	<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>
1115 (15)	Refreshment break
<b>Session 2</b> 1130 (45)	<b>School tour / Networking</b>
1230 (1:15)	Lunch
<b>Session 3</b> 1345 (1:30)	<p><b>Marketing Positioning: Where do you stand in the market?</b> <b>Tools and techniques to audit your school's position against the competition</b> <i>Denry Machin   Dragonfly</i></p> <p><b>Business end of school marketing</b> <i>DoubleFirst</i></p>
1515 (15)	Refreshment break
<b>Session 4</b> 1530 (1:30)	<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>
1700 (10)	<p><b>Day one closing remarks</b> <i>COBIS representative</i></p>

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1715	Day one closed
1730	Coaches to hotel
1900	Coaches from hotel to restaurant
2200	Coaches from restaurant to hotel

Friday 26 April			
0815	Buses pickup from hotel		
0830 (30)	Welcome refreshments		
<b>Session 5</b> 0900 (1:30)	<p><b>Open Day Two</b> <i>COBIS representative</i></p> <p><b>#ContentStrategy: how will Gen-Z find your school online in the future?</b> <i>Dan Price   Interactive Schools</i></p> <p><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><b>Building wider community – Alumni / Parent Association</b> <i>Gail Ganney   Governor, Haileybury Network Development</i></p>		
1030 (30)	Refreshments break		
<b>Session 6</b> 1100 (2:00)	<p><b>How to produce a social media film in 90 minutes</b> <i>Charlie Gauvain   Eyefilm</i></p>		
1300 (60)	Lunch		
<b>Session 7</b> 1400 (1:20)	<table border="1"> <tr> <td><b>Data Management for the Admissions Office</b> <i>MacKenzie Hovermale   ManagBac</i></td> <td><b>#ContentStrategy: let's help you create one for your school</b> <i>Dan Price   Interactive Schools</i></td> </tr> </table>	<b>Data Management for the Admissions Office</b> <i>MacKenzie Hovermale   ManagBac</i>	<b>#ContentStrategy: let's help you create one for your school</b> <i>Dan Price   Interactive Schools</i>
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1520 (20)	Refreshments break		
<b>Session 8</b> 1540 (1:20)	<p><b>Top strategies to avoid tension between Marketing &amp; Admissions teams and the Academic Staff</b> <i>John Medlicott   JMC Inset</i></p> <p><b>How Can Inbound Marketing help your Admissions, Marketing and Development Goals?</b> <i>Debbie Eisenach   Finalsite</i></p>		
1700 (15)	<p><b>Closing remarks and highlights video</b> <i>COBIS representative</i></p>		
1715	Conference finished		
1730	Coaches to hotel		

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