

Haileybury Astana

COBIS CONFERENCE FOR MARKETING, DEVELOPMENT AND ADMISSIONS STAFF

25-26 April 2019 | Haileybury Astana, Kazakhstan

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

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	Coaches to hotel
	Coaches from hotel to restaurant
	Coaches from restaurant to hotel

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