

THE NOVEMBER WEBINAR: 5 & 6 NOV

“How Marketing in Independent Schools Actually Works”

The webinar will be delivered live on 2 occasions by Mungo Dunnett, who has an MBA from the Kellogg Business School at Northwestern University in Chicago, the world’s leading marketing strategy school. He was divisional head of marketing for two major banks, has carried out dozens of reviews of marketing functions in the corporate world, and has advised numerous UK schools on marketing and commercial strategy.

Synopsis

There is a central misconception in the way marketing is approached by schools. Parents respond to marketing in a way which is different to the marketing of other products and services. Their buying behaviour is contrary, and in many regards strongly resistant, to the typical methods utilised by schools. Most schools need to understand their parent body in greater detail, and understand the nuance of how the main market trends are affecting them, before defining their marketing strategies.

The webinar will explain how the independent sector has fragmented into different parent types, and how these parents approach the process of selecting a school. It will consider which activities are being used by schools, those that are working and those (many) that are not – and how this should be framed and delivered in a professional marketing strategy.

This is the definitive study of schools marketing, by the most-quoted expert in the schools market. This session has sold out on 19 previous occasions, either in its full-day or compressed webinar format, and this is the only occasion it will be run this academic year.

Agenda

The webinar will consider the following issues:

- *How parents are currently buying private education:* how the market has changed; the impact of affordability, VAT and economic concerns on buying behaviour; the fragmentation of the cohesive parent body; the main parent types; and how they approach the process of selecting a school
- *The consideration set:* identifying your school’s real battleground
- *Management Information:* your most important tool – and its political importance within the school
- *The questions to ask, and the ‘full picture’ to assemble:* building a marketing strategy that recognises the school’s weaknesses, its reputation and its place in the local market
- *Wasting money:* the activities that schools and their marketing suppliers utilise, and why many activities that work in other sectors will not work with schools
- *Social media:* how it actually works, and which elements schools should be using (and not)
- *The two critical roles of school marketers:* the expertise for which marketers should be (and should be expected to be) invaluable



About these sessions

Mungo Dunnett Associates are the leading strategic and research company working in the UK independent schools sector. We have carried out detailed strategic research projects for 321 schools of all types, worked to steer or facilitate strategic debate for 73 sets of school governors, delivered 125 Inset talks, and, most importantly, carried out 42,000 in-depth qualitative interviews with parents, providing an unchallenged perspective on the strategic and commercial issues facing our independent schools.

These webinars – and the masterclass sessions which preceded them – allow our enormous data set to be brought to bear on the various issues being faced by Britain’s independent schools.

Call etiquette

To avoid distraction and bandwidth issues please note that all participants will automatically be muted, and have their camera disabled, for the duration of the talk.

Delegates will be given a Zoom login, and will be admitted individually into the meeting by the administrator.

Q&A opportunity

These webinars are structured as lectures, although delegates are invited to ask questions via the Chat function. Mungo is happy to stay online after the 60 minute webinar to address these. Note that Chat questions, if sent solely to Mungo rather to everyone, will be addressed **without identifying the person or school involved**, thus preserving your own anonymity.

In previous webinars this has been an important aspect of the session. Delegates may wish to diarise a further 15 minutes after the 60 minute lecture in order to benefit from the Q&A aspect.

Two opportunities

To enable convenient participation, the same webinar will be delivered live on two separate occasions:

- Tuesday 5 November, 2.00–3.00pm
- Wednesday 6 November, 2.00–3.00pm

Delegates

This session is open to all roles, and is relevant to both Prep and Senior Schools. Previous delegates have included Heads, Bursars, Marketing & Admissions staff and Governors with responsibility for marketing.

Booking details

Delegate places are charged at £240 each (inc. VAT).

As these webinars invariably sell out, there is a limit of two delegates per school on any one date. Schools are asked to make their bookings as soon as they are able.

Bookings and enquiries for your preferred date/time should be directed to:

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