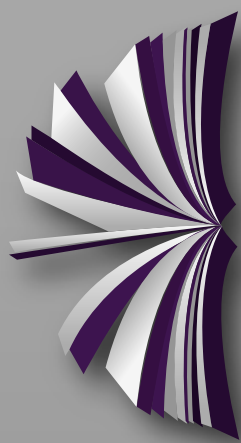


Learn how to build and position your university's brand
to attract more local and international students



Marketing & Branding Universities Symposium

PROVEN. ESTABLISHED. RESPECTED
5TH ANNUAL EVENT

28th March 2012 Sydney Convention Centre

Co-located with

Technology in **TERTIARY EDUCATION**
CONGRESS 2012



LEARN FROM THESE
EXPERT SPEAKERS...



KEYNOTE

Professor Simon Marginson
Professor of Higher Education
The University of Melbourne



Dr Stephen Dann

Senior Lecturer and Convenor,
Master of Business School of Management,
Marketing and International Business
ANU



Dr Stephen Downes
Lecturer,
RMIT University;
and Principal
QBrand Consulting



Jacqui Wise

Director, Marketing &
Communication Unit
University of Technology Sydney



Robin Buckham
Deputy Vice-Chancellor
(International and Development)
Deakin University



Andrea Turley

Executive Director Marketing
Deakin University



Caroline Trotman
Director of Business Development
Minter Ellison and
former Vice Chancellor,
Development & External Relations
Macquarie University



Vanessa Lennon

Project Manager, Education Brand
and Website Development
AUSTRADE

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**Wednesday 28th
March 2012**

8.30 Registration & morning refreshments

9.00 Opening remarks from the Chair

Jacqui Wise

*Director, Marketing & Communication Unit
UTS*

9.10 KEYNOTE ADDRESS

Australian global strategies in higher education

Professor Simon Marginson

*Professor of Higher Education
University of Melbourne*

9.50 Assessing the importance of measuring brand equity and marketing effectiveness in Universities today and applying them to marketing strategies

Dr Stephen Downes

*Lecturer at RMIT & Principal
Qbrand Consulting*

10.30 Morning tea

11.00 CASE STUDY

How to effectively build and position your brand to capture market share in an open market

- What works, what doesn't
- Tools to attract the savvy, computer-oriented youth market
- Optimising social media

Dr Stephen Dann

*Senior Lecturer and Convenor, Master of Business School of
Management, Marketing and International Business
ANU*

11.40 Extending your brand into international markets

Caroline Trotman

*Director of Business Development, Minter Ellison and former
Vice Chancellor, Development & External Relations
Macquarie University*

12.20 CASE STUDY

The new Australian international education brand – Future Unlimited

- An overview of Future Unlimited
- The thinking behind the brand
- How it is being used by Austrade and by the sector
- How universities can leverage the brand

Vanessa Lennon

*Project Manager, Education Brand and Website Development
Austrade*

1.00 Lunch

2.00 PANEL DISCUSSION

- What are the best marketing/branding tools to attract international and local students in an ever increasingly competitive market place?
- Does the power of social media as a marketing tool help to drive student enrolments?



Robin Buckham

*Deputy Vice-Chancellor (International and Development)
Deakin University*



Caroline Trotman

*Director of Business Development, Minter Ellison and former
Vice Chancellor, Development & External Relations
Macquarie University*



Andrea Turley

*Executive Director Marketing
Deakin University*

2.40 JOINT SESSION

Achieving success in an integrated marketing model

- Communicating and collaborating within an integrated marketing model
- Marketing strategy in an integrated model
- Communicating, reinforcing and managing your brand
- Measuring and determining success

Robin Buckham

*Deputy Vice-Chancellor (International and Development)
Deakin University*

Andrea Turley

*Executive Director Marketing
Deakin University*

3.20 CASE STUDY

Integrative Thinking – joining the marketing, communication and PR dots

- Marketing, communication and PR - divergence and convergence
- Vertical as well as horizontal integration
- Audience-driven marketing, communication and PR
- Leverage your strengths



Jacqui Wise

*Director, Marketing & Communication Unit
UTS*

4.00 Closing remarks from the Chair

4.10 Close of Symposium



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OTHER EDUCATION EVENTS YOU MAY BE INTERESTED IN



The **Higher Education Congress** brings together over 300 delegates in Sydney to address the strategic and policy issues facing the sector for the coming year. Join Vice Chancellors, their leadership teams, faculty heads and senior executives to discuss the 2012 outlook, including funding, innovation, access, global competition, research and quality. This is your one-stop shop to establish how to best operate in the new higher education landscape.

Visit the website to find out more:
www.acevents.com.au/higheredu2012



Running in conjunction with the Higher Education Congress, the **Technology in Tertiary Education Congress** brings together all the key decision-

makers and influencers to explore the big-picture opportunities that technology offers for broadening access, driving retention and improving the delivery of student-centred learning ...crucial issues for all universities, TAFEs, colleges, schools and RTOs.

Visit the website to find out more:
www.acevents.com.au/techinteriary2012



This one-day strategic level conference (held in Sydney in May 2012) is designed to help leaders and managers from TAFEs, RTOs and universities better understand TEQSA and ASQA and the recent changes with regard to regulation, governance, quality assurance, funding and policy. As an added bonus, attendance at the **TAFE Congress** gives you free access to the co-located EduTECH exhibition.

Visit the website to find out more:
www.acevents.com.au/tafe2012



Join over 1000 delegates this May at the sell-out **Technology in K-12 Education National Congress**, and gain exclusive

access to Australia's largest educational technology exhibition (**EduTECH**). Featuring major international keynotes, Sir Ken Robinson, Stephen Heppell and Alan November, this annual meeting place is designed for all leaders responsible for pushing the use of technology to improve educational outcomes in K-12 schools.

Visit the website to find out more:
www.acevents.com.au/k-12tech2012



Running alongside the popular Technology in K-12 National Congress, the **EduTECH 2012** conference will investigate the key technology issues that are

facing IT professionals within the Australian education system. As well as hearing from global gurus, industry leaders and some of Australia's leading schools and colleges, delegates will meet 80+ exhibitors at Australia's largest education technology showcase.

Visit the website to find out more:
www.acevents.com.au/edutech2012

ABOUT THE MARKETING & BRANDING SYMPOSIUM

2012 marks the start of demand-driven funding - but what does this mean for you, the marketing department?

Funding is now in the hands of school leavers...and competition is fierce.

Well-targeted, effective and engaging marketing has never been more critical. The pressure is on for marketing departments to clearly define, reinforce and build their university's brand in a bid to drive higher enrolments.

And this is not just for domestic enrolments. As the global market becomes more competitive, the attraction and recruitment of international students is requiring more innovative marketing techniques to get results.

If you want to remain competitive and grow, the Marketing & Branding Universities Symposium is a must-attend event for 2012.

The Symposium has been specifically designed to show you the latest tools and techniques that will set your university apart, build your brand and boost the bottom line... all in the context of sector-specific challenges, developments and trends.

This is your one-stop shop to ensure your university thrives in both the domestic and international market.

WHO SHOULD ATTEND?

All university marketing staff, including:

- Digital Marketing Managers
- Branding Specialists
- Social Media Marketing Managers
- Faculty Marketing Officers
- Managers of International Marketing
- Directors of International Strategy, Marketing and Communications
- Web Managers
- Direct Marketing Managers
- Managers of Development and External Relations

WHY ATTEND?

- **Learn** how to effectively build and position your university's brand to capture market share in an open market
- **Integrate** market research and marketing communications strategy
- **Discuss** the challenges of keeping marketing budgets in line with growth
- **Measure** brand equity and marketing effectiveness
- **Discover** the tools to effectively recruit international students through brand awareness
- **Capitalise** on the power of market research when formulating your marketing strategy





Marketing & Branding Universities Symposium

REGISTRATION FORM

- Yes, please register the following delegate(s) to attend the **Marketing & Branding Universities Symposium**
- Yes, please send me information about **Higher Education Congress 2012** **Technology in Tertiary 2012** **TAFE Congress 2012**

Delegate 1: Title _____ First Name _____ Surname _____
 Job Title _____ Email _____

Delegate 2: Title _____ First Name _____ Surname _____
 Job Title _____ Email _____

Delegate 3: Title _____ First Name _____ Surname _____
 Job Title _____ Email _____

**4th Delegate
FREE**

Title _____ First Name _____ Surname _____
 Job Title _____ Email _____

ADDRESS DETAILS

Company name: _____
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REGISTRATION FEES

PACKAGE	DATES	Standard Registration
<input type="checkbox"/> 1 Day Symposium: <i>Marketing & Branding Universities Symposium</i>	28 March 2012	\$995 incl.GST

METHOD OF PAYMENT

Crossed cheque payable to Association and Communications Events Pty Ltd.

Visa MasterCard American Express* Diners* (* 3% surcharge for AMEX & Diners)

Card holders name: _____ Total Amount: \$ _____

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Post: Complete this page and post to PO Box 1645, North Sydney, NSW 2059
Web: Register online at www.acevents.com.au/marketinguni2012

ACCOMMODATION:

If you have not already organised your accommodation, we have arranged discounted room rates at a number of hotels around the event venue.
 Please visit www.acevents.com.au/marketinguni2012 for details

* **Cancellation policy:** If you are unable to attend this event, a replacement delegate may be sent in your place at no extra charge. Association and Communications Events does not provide refunds for cancellations made more than 7 days after your registration is received, therefore the invoiced fee remains payable in full. Should you wish to cancel your registration within the 7 day cooling off period, we will refund your registration fee less an administration fee of \$150 (GST inclusive) per delegate. Any cancellation must be made in writing and sent by email or fax. Association and Communications Events will make available course documentation to any delegate who is unable to attend and who has paid in full. Unfortunately some speakers request their papers are not distributed. * **Amendment policy:** Downgrading of registrations is not permitted. Registrations maybe upgraded at anytime. * **Sharing of Passes:** Association and Communications Events does not allow shared registrations. Each registration allows admittance of one person only. * **Change of program content:** Association and Communications Events will endeavour to ensure that this conference program is correct at the time of the event. Unfortunately we may need to alter the program prior to the event and reserve the right to do so without notice. We also reserve the right to cancel or postpone this event when full refunds will be issued. Association and Communications Events is not responsible for any loss or damage as a result of a substitution, alteration, postponement or cancellation of an event. * **Payment:** Payment is required either at time of booking or within 7 days of an invoice being issued. If booking within 7 days of the event start date, payment is required at time of booking. No admittance will be granted where payment has not been received in full. * **Administration Fee:** Association & Communications Events reserves the right to charge an additional \$150 administration fee where registrations change significantly from time of original booking.

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