

# MARKETING FOR SCHOOLS MASTERCLASS

An interactive masterclass for those looking to market and promote their school

**Chameleon**

TRAINING & CONSULTANCY

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*“Practical, jargon free and invaluable”* - our Marketing for Schools Masterclass will provide you with the knowledge, skills and resources to establish your own marketing strategy.

An interactive, professional but informal training day to equip you with the necessary insight to help market your school to attract the best talent and new students. You'll understand how best to position your school to attract sponsorship and engage with potential donors, whilst learning how to effectively communicate your key messages to your audience.

## MARKETING FOR SCHOOLS IS FOR:

- Those who feel they don't have the time to write a marketing plan
- Those who don't know where to start
- Those new to marketing; keen to learn the skills and techniques needed for effective marketing campaigns
- Schools and Colleges seeking to utilise digital media and new technologies to enhance their promotional campaigns
- Staff in schools who have a responsibility for marketing or communication

## MARKETING FOR SCHOOLS WILL:

- Unlock the secrets to effective and jargon free marketing
- Introduce you to branding and help you identify your key messages
- Provide you with the templates you need to write a plan and articulate the key features of your school
- Take you step by step through a marketing plan, helping you to consider the most cost-effective activities for your school
- Be delivered by award winning school marketing specialist Justin Smith

## Comments from delegates following a recent masterclass

“Lots of great information and fantastic templates to help draft our marketing plan” School Business Manager, Primary.

“Relaxed and engaging, a really useful day, thank you!” Bursar, Secondary.

“Well prepared, knowledgeable and confident trainer, a very worthwhile day, thank you!” Communications Manager, Primary MAT.

To book a place at a masterclass near you, or find out more please contact Justin Smith: **E:** [justin@chameleon-training.co.uk](mailto:justin@chameleon-training.co.uk)

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