Digital Marketing Strategies for Higher Education

Using data to strengthen digital strategy

4th & 5th April 2017, Radisson Blu Plaza Hotel Sydney

Key Speakers

Matthew Lee
Chief Marketing Officer
RMIT UNIVERSITY

Chaminda Ranasinghe
Head of Digital Sales & Marketing
ANZ

Carly Rogowski
General Manager Marketing & Communications
TAFE NSW

Kylie McKenzie
Deputy Director Marketing & Recruitment
UNIVERSITY OF CANBERRA

Attend & learn how to:

➤ Build an effective data-driven marketing strategy
➤ Use marketing automation & personalisation to drive results
➤ Create & manage effective content

Highly strategic program combining higher education case studies with industry best practice

TEAM DISCOUNTS AVAILABLE! SEE INSIDE FOR DETAILS*

Platinum Sponsor: Adobe

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Workshops

A How to implement performance driven content marketing
B How to maximise marketing automation

Spaces are limited, book early!

*For details on team discounts, please refer to the inside of the document.
Developing holistic data-driven strategies

As the higher education market becomes increasingly competitive, institutions must work to create new avenues to market to and engage with students. As the sector continues to grapple with marketing automation adoption, it is imperative to firstly have an effective data-driven marketing strategy in place.

Data-driven strategies and marketing automation together will provide institutions with the opportunity to produce real time feedback on the efficiency and success of their digital marketing campaigns and use this information to inform future strategy.

This conference will explore leading higher education and industry case studies to assist you in strengthening your digital marketing going forward.

Attend and learn how to:

- Create and implement data-driven strategies
- Use marketing automation to drive results
- Track the prospective student journey
- Measure outcomes and ROI
- Develop content management strategies
- Create personalised and timely content

“A great range of speakers, case studies and networking opportunities. I came away with excitement and aspirations to put some of the ideas and concepts to use straight away.”

Courtney Wooton, Senior Marketing and Communication Officer, UTS - Digital Marketing Strategies for Higher Education conference 2016

Who will attend?

Senior representatives from universities, TAFEs, private colleges and online education providers with responsibilities for:

- Marketing
- Digital Marketing
- Web/ Online/ Digital
- Student Recruitment
- Future Students
- Social Media
- Content Creation
- Content Management

Sponsorship opportunities

We work closely with corporate partners to create unique and innovative tailored sponsorship packages that best meet your specific marketing and business development objectives.

Contact Paul Sargent on 02 9239 5709 to discuss sponsorship opportunities.

SAVE $400
when you register & pay by 10th February 2017*

Plus key contributions from:

Helen Nolan
University of Southern Queensland

David Sams
UNSW Business School

Aaron Collyer
University of Western Australia

Gemma Anderson
Deakin University

Mark Henley
Adobe

Kim Paino
University Admissions Centre NSW & ACT

Tom Miller
Flinders University

Jenna Bradwell
University of Sydney

Carissa Gallen
CQUniversity Australia

Susie Bate
CQUniversity Australia

Sarah Price
Alzheimer’s Australia NSW

Emily Osborne
University of Wollongong

Daniel Murphy
University of Canberra

To Register

phone 1300 316 882
fax 1300 918 334
registration@criterionconferences.com
www.criterionconferences.com/event/dm17
Day 1
Tuesday 4th April 2017

8:30  Registration, coffee & networking
9:00  Opening remarks from the Chair

Improving data driven strategy

KEYNOTE 9:10  Beyond the prospect: mapping & integrating end-to-end student experience into digital strategy
• Building out a customer experience capability at your university: a user’s roadmap
• Lessons from the frontline: how end-to-end customer experience insights can inform digital strategy and service model
• Bringing together brand, customer experience and digital – the winning formula?
Matthew Lee
Chief Marketing Officer
RMIT University

9:50  Applying a data-driven strategy for marketing automation success
• Developing an integrated data-driven strategy
• Using data to develop engaged audiences
• The content marketer’s dilemma - ‘clicks’ vs ‘engagement’
Kylie McKenzie
Deputy Director Marketing & Recruitment
University of Canberra

12:50 Networking Lunch

ROUND TABLE DISCUSSION 1:50  Getting your digital marketing strategy right
• Achieving cost efficiency
• Maximising marketing automation
• Effectively integrating systems
• Optimising digital channels

2:50  Leading data-driven strategy: ensuring consistency with institutional goals
• Measuring ROI across different departments and platforms
• Creating an inclusive digital strategy for non-digital natives
• Finding digital and analogue sweetspots in the student experience
David Sams
Director of Student Experience
UNSW Business School

3:30  Afternoon tea & networking

4:00  Strengthening recruitment through digital marketing
• Providing a personalised engaging experience for domestic and international prospective students
• Using data to inform digital marketing strategy
• Driving conversions and mapping the student journey
Aaron Collyer
Head of Digital Marketing
University of Western Australia

4:40  Embedding customer centricity in marketing strategy
• Building the relationship between marketing and customer experience
• Using digital marketing strategy to strengthen loyalty, efficiency, agility and differentiation
Helen Nolan
Executive Director of Marketing & Student Attraction
University of Southern Queensland

5:20  Closing remarks from the Chair & close of day one

5:30  Workshop B commences: How to maximise marketing automation
Day 2
Wednesday 5th April 2017

8:30 Welcome, coffee & networking
9:00 Opening remarks from the Chair

Automation & the future of digital

KEYNOTE 9:10 Bringing together data & content for a great digital customer experience
- Maximising the potential of marketing automation and personalisation
- Building industry partnerships to deliver a cutting edge digital experience
- The future of digital marketing: industry trends to watch
  Chaminda Ranasinghe
  Head of Digital Sales & Marketing
  ANZ

SPOTLIGHT 9:50 What new software & technologies are you using or planning to use in your digital marketing strategy?

10:30 Morning tea & networking

11:00 Integrating digital & inbound marketing
  - Developing data-driven strategies for the prospect journey
  - Understanding the continual process towards automation and personalisation
  - Moving the goalposts to our own advantage
  Carissa Gallen, Digital Marketing Manager and Susie Bate, Inbound Marketing Manager
  CQUniversity Australia

PANEL DISCUSSION 11:40 What does the future hold for digital marketing in higher education?
  Emily Osborne, University of Wollongong
  Carly Rogowski, TAFE NSW
  Tom Miller, Flinders University

12:20 Networking lunch

Content strategies for success
1:20 Bringing your digital content to life for brand building
  • Driving a content led organisation
  • Developing highly engaging digital content
  • How digital supports brand building and differentiation
  Carly Rogowski
  General Manager Marketing & Communications
  TAFE NSW

2:00 Maximising social media within digital marketing strategy
  • Using student-driven content to encourage engagement
  • Developments in social media platforms and how they can inform digital marketing strategy
  • Using social and digital media together to reach university objectives
  Jenna Bradwell
  Social Media Specialist
  University of Sydney

2:40 Mapping student profiles & touch points to effectively engage
  • Understanding when and where students want to be informed
  • Knowing when not to digitise in the student journey
  • Collaboration between unis and admissions centres to support the decision making process - how UAC can help
  Kim Paino
  General Manager Marketing & Engagement
  Universities Admission Centre NSW & ACT

3:20 Afternoon tea & networking

3:50 Developing & implementing effective content marketing strategies
  • Ensuring consistency across online and offline channels
  • The power and future of content marketing
  Tom Miller
  Digital Marketing Strategist
  Flinders University

4:30 Using consumer stories to drive engagement
  • Gaining traction in a difficult environment
  • Using digital marketing to share consumer stories
  • Elevating the consumer voice to drive engagement
  Sarah Price
  General Manager Media
  Alzheimer’s Australia

5:10 Closing remarks from the Chair & close of conference
Workshops
Learn practical strategies to get the most from your digital marketing

How to implement performance driven content marketing
Pre Conference Workshop A
Monday 3rd April 2017, 4:00pm – 7:00pm
Price: $499 + GST

Your workshop leader:
Gemma Anderson
Performance Marketing Manager
Deakin University

Gemma Anderson is an accomplished digital strategist with extensive experience helping brands and organisations to embrace the full scope of opportunities within the digital marketing space. She currently leads the Experience Team at Deakin University and manages the development and implementation of new strategies for recruiting and nurturing prospective students through personalised digital communications. This includes introducing marketing automation into the University’s central marketing engine. Gemma is also the strategic lead for the redevelopment of Deakin.edu.au into a category-defining website.

Prior to Deakin, Gemma was a senior digital strategist at Communicado and at Isobar helping clients to better understand and connect with their customers via digital channels.

The workshop:
With the implementation of marketing automation and strategies for personalisation, higher education providers must generate a large volume of high quality content. One of the main challenges facing higher education providers is how to generate content that will encourage current and potential student engagement. With this challenge, comes the need to be able to manage overall marketing performance.

In this interactive workshop, you will learn strategies to measure ROI of content marketing as well as examine case studies and lessons learnt from successful content marketing programs.

Attend this workshop and learn how to:
• Use content to increase engagement rates
• Manage and execute content marketing engines versus big, breakthrough content activations
• Embed content strategy in performance driven marketing programs

What you will take away:
• Processes of producing great content in an agile manner
• Models for attributing success and determining ROI

How to maximise marketing automation
Mid Conference Workshop B
Tuesday 4th April 2017, 5:30pm – 8:30pm
Price: $499 + GST

Your workshop leader:
Daniel Murphy
Digital Content Publisher
University of Canberra

Daniel has led both the redevelopment of the University’s alumni web presence and implemented the institution’s first content marketing strategy to increase engagement with graduates.

In his current role, Daniel has been instrumental in both the implementation of their marketing automation platform, and the development of a lead capture and nurture content strategy.

In addition to his work at UC, Daniel is also a content writer for leading Australian bookmaker Palmerbet.

The workshop:
As higher education providers adopt and implement marketing automation software, new strategies must be developed to make the most of the new opportunities it provides for personalisation.

In response to this, the University of Canberra have developed new strategies for not only content generation, but also to measure the effectiveness of this content and broader ROI.

In this interactive workshop, you will be given proven strategies to maximise the use of marketing automation software and measure ROI.

Attend and learn how to:
• Effectively define and segment your audience
• Develop and deliver effective content to nurture your audience through marketing automation
• Use marketing automation to inform broader digital strategy
• Strategically measure success and ROI

To register, call us on 1300 316 882 or book online
www.criterionconferences.com/event/dm17

*Refreshments & dinner provided
Registration Form
It’s easier to book and pay online: www.criterionconferences.com/event/dm17

CC*WEB

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DELEGATE ONE
Title: First Name:
Surname:
Job Title:
Department/Branch:
Organisation:
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Postal Address:
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Event Prices

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From outside Aust +61 2 8188 1760
Mail: Criterion Conferences Pty Ltd PO Box R1478 Royal Exchange, NSW 1225

Venue & Accommodation

Radisson Blu Plaza Hotel Sydney
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Sydney NSW 2000
02 8214 0000
Please call the Radisson Blu Plaza Hotel Sydney on 02 8214 0000 and quote Criterion Conferences to receive your discounted accommodation rate! Subject to availability.

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*Early bird prices subject to availability.

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