



THE FUTURE OF THE PROSPECTUS

26 March 2013, Ravensbourne, London SE10 0EW

A DAY DEVOTED TO DISCUSSING THE IMPACT OF NEW TECHNOLOGY AND SOCIAL MEDIA ON THE ROLE OF THE PROSPECTUS IN STUDENT RECRUITMENT.

A one-day conference for student recruitment, marketing, communications and design professionals in the education sector.

"University prospectuses are "misleading" and "woefully inadequate", students have told the government... "The prospectus is a bit like a holiday brochure - it just makes everything sound exciting and fun", one student said."

Rebecca Attwood 'THE

THE FUTURE OF THE PROSPECTUS

Every institution, college and school has a prospectus. It is the ubiquitous promotion and information tool supporting all marketing and recruitment strategies and campaigns.

The Future of the Prospectus: what might this be? It's a serious question and one which this event hopes will engage some of the best brains in the sector, including your own!

But has any education establishment ever contemplated not producing one and if so, what might replace it and how might its replacement engage with potential students? Would its replacement redefine the way we engage with our markets and in what way? What are the implications? What might be the impact on budgets? Are we ready to replace print? Are there too many vested interests, both internal and external? Or are we maintaining the status quo through our own digital and technological conservatism?

Although the *traditional* prospectus is currently the preferred choice of recruitment tool, how much longer can we afford to print and distribute these glossy tomes? They cost a great deal to produce, they date quickly, are invariably unwieldy and attempt to be a one-stop shop appealing to all our stakeholders. Should we instead invest in the technology to allow us to respond to all our stakeholders (a phenomenon coined by author Chris Anderson as the 'long tail') or is the prospectus the ultimate mass market tool?

These are just some of the questions and issues that will be raised and discussed in this important new conference from Discovering Futures.

ADDRESSING YOUR PROFESSIONAL NEEDS

Whatever your role or position in your institution, college or school, this unique event will provide a stimulating and engaging day's discussion on how your recruitment strategy might adapt as traditional routes to market become increasingly challenged by digital developments.

You will discover how the latest thinking is shaping the future of the prospectus away from its traditional position as a one-stop recruitment and information tool and into a format that makes it accessible instantly online, via mobile technology or as a personalised document.

This conference will provide an excellent opportunity to reflect on, and address, your professional developmental needs. Among the many issues to be discussed, you will discover:

- how successful digital marketing is redefining the marketing and promotional mix
- how the printing industry is adapting to change and developing new products and services

At this event we will aim to stimulate a wide ranging discussion throughout the day between our panels of experts and speakers as well as with our delegates.

Your student recruitment strategy will be using the full marketing mix to build a meaningful relationship with your target audiences. But are you maximizing the full potential of digital technology, harnessing the opportunities of mobile

communications, realising the importance of social media, utilising the power of search, or the endless choice created by the internet and the

unlimited demand and opportunity this has unleashed? All these developments are presenting new opportunities for reaching target markets whilst also threatening the traditional routes to market and the once dominant power of paper and print.



There is "an important truth about our economy and culture: the truth does not lie in hits – the high volume end of a traditional demand curve – but in what used to be regarded as misses – the curve's endlessly long tail."

Definition of "The Long Tail", authored by Chris Anderson

- the views of the HEIST prospectus category winners and how they might be planning for a new paradigm in communications marketing
- the potential of mobile technology and how it has unleashed scores of new opportunities for engaging with students
- the advantages offered by personalising the prospectus
- the synergies between social and digital media and how they are contributing significantly to the debate on the future of the prospectus.

"There is a profound generational shift in media behaviour and consumption, there is a need to understand today's student audience (ie, online multi-taskers) and find effective ways to interact and engage with them."

Statement from an online briefing by Google



KEY ISSUES

Our speakers will discuss the future of the prospectus and the technological challenges we must all understand and embrace in order to keep our recruitment efforts at the forefront of the market.

The forums and presentations will aim to give you new ideas and a fresh perspective to help you re-evaluate your organisation's prospectus strategies which will in turn impact on your broader marketing and recruitment strategies. The implications of these developments are enormous.

WHY YOU SHOULD ATTEND?

The event promises to be the most stimulating discussion held on the future of the prospectus for years! It will provide an exciting line-up of relevant speakers who will discuss the many aspects of successful student recruitment and the tools needed to reach diverse groups of potential students in an ever-changing marketplace.

You will have the opportunity to discuss, debate and ask questions regarding the student recruitment strategies you should be exploring for your institution's future growth and success.

"Prior to Facebook the landscape was simple. Now we are no longer alone. We are in an ecosystem where we have to fight hard for market share."

Pierre Bellanger, chief executive, Skyrock, the French social network

BY ATTENDING YOU WILL:

- understand how the latest technological developments can enhance the uses and applications of the prospectus in your student recruitment strategy
- hear from experts in their field about the future of the prospectus
- discover how your peers are using digital developments to communicate with potential students
- hear from a select group of prospectus printers regarding the services of the printing industry
- learn about the new economic power of the 'long tail'
- benefit from the latest thinking and network with colleagues

SPEAKERS INCLUDE:

Andy Westwood (keynote speaker)

Chief Executive
GuildHE

Ian Morgan

Director
Academium

Antoinette Perry

Strategic Marketing Manager
Burnley College

Chris Walker

Creative Manager
Teesside University

Michelle Clarkson

Marketing Manager
Teesside University

Dawn Munro

Marketing Projects Manager
University of Nottingham

Scott Parsons

Head of Marketing and Communications
Glasgow School of Art

Sean Montgomery

Director
C-Disc

Paddy Byrne

Corporate Social Responsibility Manager
Premier Paper Group

Jill Hogan

Marketing Consultant
Ravensbourne (Hogan Marketing Communications)

Richard Birkin

Head of Development
Mudlark

Jonathan Stephenson

Strategic Media Consultant, Magus Digital
Publisher, Solus Press, Wrd and ifBooks

Paul Goodwin

Marketing Manager
Kendal College

Charlotte Tangye

Web Content Manager
Falmouth University

Frank Durrell

Head of Digital
TMP Worldwide

Ian Fuggle

Director
Hudson Fuggle

Full biographies and photos of the speakers appear on the website.



WHO SHOULD ATTEND?

Those with an interest in this area and with responsibility for their institution's marketing, communications/PR, publications, design, creative services, student recruitment, and corporate reputation.

Areas include:

- Academics and Researchers
- Admissions
- Communications/PR
- Conferences and Events
- Corporate Affairs
- Course Organisers and Administrators
- Creative Services
- Design and Print
- e-Marketing
- External Relations/Affairs
- Faculties and Schools
- Human Resources
- Information
- International
- Marketing
- Online Media
- Press or Media
- Public Relations
- Publications, Editorial and Copywriting
- Recruitment
- Registry
- Research Centres
- Schools and Colleges Liaison
- Website Design and Editorial
- Widening Participation and Access

JOIN US

Join the country's foremost experts on prospectus production, printing and digital applications to gain invaluable new insights into this oft neglected but essential marketing tool.

Our keynote speaker will be Andy Westwood, Chief Executive, GuildHE. Also on the day's agenda is a panel of HEIST prospectus winners, and colleagues from the sector who will be presenting their future visions of the prospectus.

THE CONFERENCE VENUE

Ravensbourne
6 Penrose Way
Greenwich Peninsula
London SE10 0EW

We are delighted to be holding our conference on the future of the prospectus at Ravensbourne's amazing new building at the Greenwich Peninsula. It is a few minutes walk from North Greenwich station on the Jubilee line and next door to The O2.

Ravensbourne's new RIBA award-winning building provides one of the most iconic and unique locations for 'Discovering Futures' latest conference. You'll find it a fascinating and intriguing college building!

Once you enter you will appreciate how innovative and unique it is. The atrium and open learning spaces will challenge your experience and expectations of a higher education learning environment.



We will be using the sixth floor for our event, and from here you will be able to see the digital media and learning facilities available to Ravensbourne's students. We think you will be so intrigued that you'll want to take a tour of the building during the lunch break.

Getting there

The nearest tube station is North Greenwich on the Jubilee line. The journey is about 15 minutes from Westminster and Waterloo stations.

Accommodation

Overnight accommodation is not included in the conference fee. There are a number of well-known hotel chains in Greenwich, with a wider choice of accommodation in central London, ranging from the *cheap-and-cheerful* to luxury five star. You can *Google* with your specific requirements but please bear in mind that hotels local to the conference venue will be in the SE10 postcode area. See our website for information on the local hotels.



The agenda: The Future of the Prospectus – an update

at Ravensbourne, London SE10 0EW

26 March 2013



9.00	Registration / refreshments	
9.40	Welcome	
9.45	Andy Westwood Chief Executive, GuildHE	Keynote speaker
	Future Challenges for Higher Education	
10.20	Ian Morgan Academium	
	The Prospectus... setting the scene	
10.30	Break	
10.45	The HEIST prospectus winners discuss the future of the prospectus	
	<i>Winner best undergraduate prospectus</i> Chris Walker Creative Manager Teesside University	<i>Winner best FE prospectus - Craven College</i> Antoinette Friar * Strategic Marketing Manager Burnley College
	<i>Winner best postgraduate prospectus</i> Dawn Munro Postgraduate Marketing Manager University of Nottingham	<i>Winner best specialist institution</i> Scott Parsons Head of Marketing & Communications Glasgow School of Art
12.00	Paddy Byrne Corporate Social Responsibility Manager, Premier Paper Group	
	The print and paper industries: addressing issues on sustainability, the environment and technological developments.	
12.30	Jonathan Stephenson Strategic Media Consultant, Magus Digital Publisher, Solus Press, Wrd and ifBooks	
	The Future of the Prospectus: virtual, variable and definitely digital...	
1.00	Lunch and networking (followed by tours)	
2.00	Special interest sessions 1	
• 1	Jill Hogan Director Hogan Marketing Communications	Richard Birkin Head of Development Mudlark
	Case study: Ravensbourne: going digital - the experience of abandoning print	
• 2	Paul Goodwin Marketing Manager Kendal College	Sean Montgomery Director c-disc
	Augmented reality and mobile: its potential and power - the experience of Kendall College	
2.40	Special interest sessions 2	
• 1	Charlotte Tangye Web Content Manager Falmouth University	
	Case study: development, design and delivery of Falmouth's unique interactive prospectus	

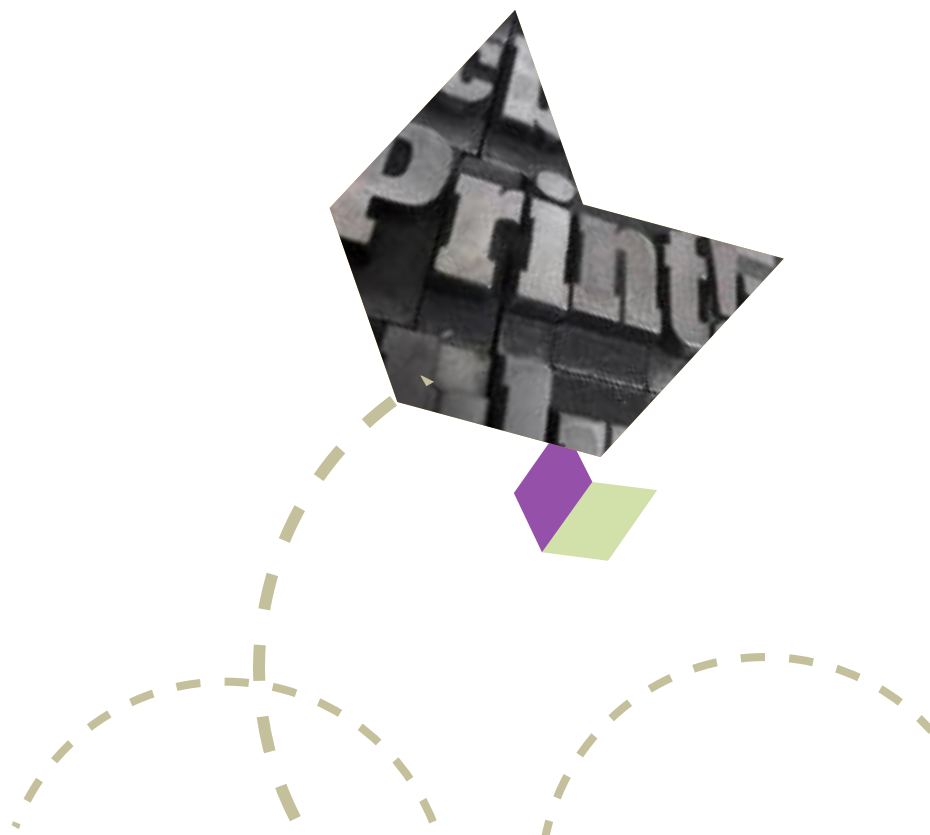
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• 2	Ian Fuggle Director Hudson Fuggle		
	Working with your agency to energise your communication.		
3.20	Refreshment break and networking opportunity		
3.40	Special interest sessions 3		
• 1	Sean Montgomery Director c-disc		
	Smarter distribution - getting the prospectus into the right hands at the right time		
• 2	Frank Durrell Head of Digital TMP Worldwide		
	Digital trends in the youth market		
4.20	Hazel Joe Researcher Discovering Futures	Robert Hawker Director Discovering Futures	Ian Morgan Director Academium
	The latest research commissioned for this event: the findings from Discovering Futures' sector-wide prospectus mystery shopping exercise; followed by Academium's research into what year 12 students think of the prospectus, once they have it.		
4.50	Closing remarks		
5.00	Depart		

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(In exceptional circumstances, sessions may be subject to change)

* Antoinette Friar is currently strategic marketing manager at Burnley College but was responsible for Craven College's win.



CONFERENCE FEES

Register for your place either by booking online using our secure server (and pay by VISA, Mastercard or debit card) or alternatively complete the enclosed booking form (on page 7).

All bookings are subject to our terms and conditions, shown in this brochure on page 9 and also available online at: www.discoveringfutures.com/terms_and_conditions

Save £££ by booking your place early!

The early bird discount expires at midnight on 8 March 2013, so register today.



HE/FE/education sector*: Early bird discounts for bookings made on or before 8 March 2013. Teams receive a discount!

One delegate	Two delegates**	Three delegates**
£299	£548	£747

All other sectors: Early bird discounts for bookings made on or before 8 March 2013. Teams receive a discount!

One delegate	Two delegates**	Three delegates**
£379	£708	£1047

(note all fees are exclusive of VAT, which we do not charge)

HE/FE/education sector*: fees for bookings made on or after 9 March 2013. Teams receive a discount!

One delegate	Two delegates**	Three delegates**
£379	£708	£1047

All other sectors: fees for bookings made on or after 9 March 2013. Teams receive a discount!

One delegate	Two delegates**	Three delegates**
£459	£868	£1227

Please note:

We do not charge VAT.

* HE/FE/college education sector rates apply to universities, colleges, schools and other educational establishments. Third party organisations associated with education do not qualify. Definition of the education sector will be determined on the delegate having a bonafide university/college address and/or email address ending in 'ac.uk', 'sch', 'edu', or other recognised equivalent.

** This special rate is for two or three delegates who book at the same time and who are from the same institution/organisation.

Please contact the conference office if you wish to book delegate places for four or more colleagues from the same institution/organisation as we will be able to offer more advantageous rates.

Your fee includes:

- all written materials
- access to a protected part of our website for downloading pre-arrival information and speakers' presentations post-conference
- lunch
- teas and coffees, served at registration, mid-morning and mid-afternoon.

Booking Form



Please reserve me a place at the forthcoming Discovering Futures'
The Future of the Prospectus conference, on 26 March 2013.

Name (Mr/Mrs/Ms/Dr/Prof) _____
Position _____
Organisation _____
Address _____

Postcode _____
Tel _____
Fax _____
Email _____

Do you have any special dietary or access requirements? (Please state) _____

How did you hear about this conference? _____

I agree to the terms and conditions as stated in this brochure Tick box to agree

By signing this booking form you are agreeing to our terms and conditions as stated in this brochure and on the Discovering Futures website:
www.discoveringfutures.com/terms_and_conditions

This booking is not valid without a signature.

Signed _____ Date _____

Please indicate how you wish to pay:

Enclosed is a cheque made payable to Discovering Futures for: £ _____

Please invoice me. I attach a purchase order (or agree to provide one within seven days).
The purchase order number is: _____

Bookings cannot be accepted without either a purchase order number or written confirmation that a p/o is not required.

If this form has been completed by a person other than the named delegate please record your name:

Telephone: _____

Email: _____

Once completed, you can fax this form to: + 44 (0) 20 7788 3484

or post to: Discovering Futures' The Future of the Prospectus Conference, 34 Ormonde Road, London SW14 7BG
or email the required information to: info@discoveringfutures.com

If you have any questions please call +44 (0) 20 7099 6033

Thank you for booking a place at the Discovering Futures' The Future of the Prospectus conference.

VISA, Mastercard and debit card payments can be made on our secure website: www.discoveringfutures.com



ABOUT US

Discovering Futures was set up in 2006 by marketing and communications consultant Robert Hawker.

Recognising that the world of education is in constant flux and that the UK's universities and colleges now compete on a global level, Discovering Futures provides a forum for new ideas and practical solutions for today's FHE professionals.

Discovering Futures conferences focus on the very latest developments in the sector and equip delegates with the knowledge and practical skills they need to apply these concepts in their own organisations.

Speakers are drawn from the highest levels of education, industry and the public sector. These professionals are setting the agenda in their fields, helping organisations to retain their competitive advantage and to flourish in challenging times. Senior figures from Apple, UCAS, The British Council, Bebo, GCap Media, Teachers' TV, and The Guardian, as well as speakers from over 30 universities, have all contributed to the conferences, providing a multi-faceted view of the key themes and complementing the diverse range of speakers from education.

Each Discovering Futures conference is designed and managed by a team of experts, led by Robert Hawker. All the contributors are known as innovators and leaders in their fields – with specialist knowledge of areas such as student recruitment, social networking or branding – chosen for their relevance to the conference theme. Many are keen to share their knowledge and skills with colleagues in the education profession. This collaboration ensures that our delegates benefit from the most up-to-date intelligence and the most effective tools in the workplace today.

Our conferences attract large audiences of delegates representing the broad spectrum of education providers in the UK today. Indeed, the events have also attracted colleagues from a number of institutions in the EU and the Far East.

"Universities and colleges today need to exploit the latest technologies and management solutions. The challenge is staying ahead of the game, especially if heavy workloads are stopping you from getting the staff development you need.

"With Discovering Futures conferences we aim to encapsulate the best ideas and deliver them in a useful and highly enjoyable package that will help you to kickstart your plan of action." Robert Hawker

We respond to their needs and are committed to the continuous improvement of our events, using delegate feedback to create conferences that will help our universities to thrive in today's increasingly competitive marketplace.

Robert Hawker has worked in marketing and communications roles in higher education for 16 years, most recently at director level at Roehampton University. Here he led a team of 27, managing the annual cycle of recruitment activities to meet the university's targets, whilst ensuring that the full mix of marketing channels – from media to website – supported this goal.

He is a highly experienced events organiser. His portfolio includes royal, ministerial and VIP visits, high-level receptions, chancellor installations, student open days, the opening of new buildings and annual series of graduation ceremonies.

Our sponsor

BELMONT PRESS

We are grateful to Belmont Press for sponsoring this event.

Belmont Press has produced literature for many of the UK's leading Universities for over 25 years. They have gained – and maintained – an enviable reputation in this market through their ability to meet deadlines and for creating finished products of exceptional quality. Over the years, Belmont have delivered many complex and challenging designs and have been rewarded for their efforts with a number of Heist awards.

Printing the traditional prospectus still forms an important part of Belmont's business, however recent investments in digital technology have allowed Belmont to develop a number of applications to meet the changing demands of the HE sector.

Whether your requirements are for printing, personalising, mailing or fulfillment, Belmont have the solution.

They will be exhibiting at the conference and can be contacted on:

Lee Jordan	t: 01604 596500
Sales Manager	f: 01604 596540
Belmont Press Ltd	e: sales@belmont.co.uk
Sheaf Close	
Lodge Farm Industrial Estate	
Harlestone Road	
Northampton NN5 7UZ	



Photo acknowledgements:
Front cover; pp 2, 3, 4, 6, 7, 9: Shutterstock
page 4: Ravensbourne (venue)
page 11: Jonathan Bradey

THE SMALL PRINT – TERMS AND CONDITIONS

All bookings are subject to written confirmation by DISCOVERING FUTURES LIMITED ("DISCOVERING FUTURES") and are made subject to the following terms and conditions.

You as the client accept responsibility for payment of all charges and any additional charges which may arise under this contract. You may not transfer your responsibilities under this contract to any other party.

1. Bookings

A provisional booking will be held for 14 days. After that time, if confirmation has not been received, Discovering Futures will be free to accept firm bookings from other clients.

All bookings will only be regarded as confirmed and a contractual relationship having been created when Discovering Futures receives a completed and signed booking form.

Once we receive written confirmation of a booking along with payment, we will send you a receipt along with confirmation. If you have not received confirmation two weeks before the conference date, please contact the Discovering Futures office. Joining instructions will be issued to all delegates via email around two weeks prior to the conference date.

All notifications of changes and/or alterations to booking details are only deemed to be accepted when received in writing.

2. Fees

Your fee includes all-day access to the event, buffet lunch, refreshments and available conference papers. Fees do not include travel. Shared places are not permitted. Payment must be received in full prior to attending the event.

Delegates are not provided with accommodation.

Payment of the fee(s) is due within 30 days of date of invoice. In the event that payment becomes overdue, Discovering Futures reserves the right to charge interest and associated costs as permitted in the Late Payment of Commercial Debts (Interest) Act 1998 on all overdue balances.

Sector discounts:

We are pleased to offer discounts appropriate to each conference. Where a discount is offered it is applied to delegates who are applying from an identified organisation. The **education sector discount** rates(s) applies to HE/FE/colleges and other educational establishments. Third party organisations associated with education do not qualify. Definition of the education sector will be determined on the delegate having a bona fide position and university/college address, and/or an email address ending in 'ac.uk' or 'edu', or recognised equivalent.

3. Cancellation

Conference fees are payable in full before the start of the conference. Should you be unable to attend, a substitute delegate from your institution only is welcome at no extra charge; you are however required to notify Discovering Futures (tel: +44 (0) 20 7099 6033) of such substitute delegate in good time. In the event of cancellation of your place on the conference, cancellation fees will apply as follows:

Date of cancellation	Cancellation Fee (% of full cost)
21 days or more:	20%
Between 14-21 days	50%
Less than 14 days	100%
Failure to attend	100%

In the case of force majeure or any eventuality beyond our reasonable control we will not offer refunds unless the conference is cancelled. Reasons beyond our reasonable control include, but are not limited to: failure of electricity, heating or water supplies, weather conditions, industrial action, terrorist alert, fire or flood. In this eventuality we will retain up to 50% of the conference fee to cover administration costs. Discovering Futures reserves the right to make changes to the programme, location and/or speakers. Discovering Futures do not accept any liability for delegates travel or accommodation costs should the event be rescheduled, postponed or cancelled.

4. Liabilities

Discovering Futures shall not accept responsibility for any loss or damage to property (including personal property) brought onto the conference premises, howsoever incurred.

Discovering Futures shall not be liable, whether in contract, tort or otherwise, for any loss, consequential loss (which shall include but which shall not be limited to loss of business revenue or profits, anticipated savings or wasted expenditure), damage or injury (except personal injury or death as a result of negligence by Discovering Futures) which may arise out of, or in connection with, your attendance of the Discovering Futures conference.

You shall be responsible for any loss or damage caused to any property by you whilst attending the Discovering Futures conference. In the event of such loss or damage, you shall pay Discovering Futures on demand the amount required to make good or remedy such loss or damage. Where it is believed such loss or damage has occurred, Discovering Futures will contact you as quickly as possible with particulars of such loss or damage.

Delegates are responsible for their own safety and security, and are advised to keep doors and windows locked when meeting rooms are unoccupied.

5. Special requests

If any delegate has any special request or a physical condition requiring special arrangements you must advise Discovering Futures at the time of booking (or as soon as you become aware, if later), and clearly note this on the booking form or via email to: info@discoveringfutures.com

Confirmation that a special request has been noted, or is included on the booking form, is not confirmation that your request will be met. All special requests of this nature are subject to availability.

6. Accuracy of Promotional Material

All information and prices shown in promotional material for the Discovering Futures conference (including, but not limited to, brochures, flyers, adverts and the website) are correct at the time of print. However, these may have changed by the time you make your booking. Whilst every effort is made to ensure the accuracy of this information, regrettably errors or changes in prices and facilities changes may occur. You must therefore ensure that you check with Discovering Futures all details at the time of making the booking.

7. Animals or Pets

No animals or pets of any kind, except guide dogs, are allowed on the premises.

8. Privacy Policy

Discovering Futures does not sell, trade or rent your personal information to others. Your details will be added to the Discovering Futures database in order to process your conference booking, and to keep you up-to-date with the conference arrangements. We would like to use your details to inform you of further Discovering Futures events in the future. If you do not wish to receive any further information from us, whether by post or email, please notify us at the address below or as shown on our website.

Booking a place on this conference indicates acceptance of these terms and conditions.

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