



HOW MOBILE ENGAGES PROSPECTIVE AND CURRENT STUDENTS

A DAY DEVOTED TO DISCUSSING THE IMPACT OF MOBILE
TECHNOLOGY IN BOOSTING STUDENT RECRUITMENT AND IN
ENGAGING STUDENTS

for student recruitment, marketing, communications, student services, and
design professionals in further and higher education.

Thursday 3 May 2012, Avonmouth House, London SE1

In association with



*'Mobile is about how to harness the one media device that connects to millions,
and is always on and always in view.'*

HOW MOBILE ENGAGES PROSPECTIVE AND CURRENT STUDENTS

Most of us think of our mobiles as essential life-support systems. After all, no other device offers a multitude of information, communication and play opportunities all in one handy package.

In 2011 mobile data traffic was eight times the size of the entire global internet in 2000 – and we're likely to devote even more time to our phones in the next year or two.

In fact, as technology progresses, smart phones and tablets grow in popularity, and the mobile network expands, its place in our everyday lives is secured, and so too is its role in further and higher education marketing, corporate communications and engagement. Our challenge is to use the technology to reach out to stakeholders so that we can forge strong connections and interact with them, as well as offer help and advice.

Following our first conference on the potential of mobile communications in November 2010, this second event is not just an update on the industry, but also an opportunity to hear how your peers are using mobile techniques through a range of case studies. Agency professionals will advise on strategic issues and the Mobile Marketing Association will set the scene as well as advise on how to measure ROI.

It's also the ideal chance for you to catch up with colleagues and share ideas and experiences in a stimulating, friendly and supportive environment.

ADDRESSING YOUR PROFESSIONAL NEEDS

At this unique event you will discover how the latest mobile developments are providing innovative ways to communicate your recruitment and corporate propositions.

Developments in mobile already embrace operating systems across mobile and tablets. But what are the next big developments in a world where the majority of young people are using mobile to access the internet?

You will learn how:

- successful mobile marketing and communications are redefining the marketing mix
- technological developments are being exploited by the creative industries and how you can use them in your own strategic plans
- the cutting-edge operating systems offered by mobile enable you to reach potential customers and stakeholder groups through an effective, immediate, engaging and personal tool
- your peers are embracing mobile in their engagement strategies both at home and abroad
- to add value to your marketing mix and how to demonstrate ROI.



"Advertising is now part of the entertainment industry. Digital consumers are getting more sophisticated. Well-conceived and honest mobile advertising associated to consumer's tribes as most effective media channels can have impact like never before."

How mobile advertisers can become user's best friend, Gregory Cevaer, Product Marketing – Prim'Vision

KEY ISSUES

To ensure your investment in mobile fulfils your marketing and communications requirements, it is essential that you address the key parameters for successful engagement with this medium. This event covers all the positives – and potential negatives – of mobile technology including:

- integrating mobile fully into your marketing strategy
- measuring your activities and making a business case
- assessing the contribution of your mobile activities to your communications goals
- addressing different audiences according to their needs
- ensuring that your activities are socially inclusive.

Join us on 3 May 2012 to discover how you can gain a lead in a complex but rewarding technology that holds out great promise for education professionals.

WHY YOU SHOULD ATTEND?

With sessions designed to cover all the relevant aspects of mobile, this conference is a highly effective way of mastering the subject.

Our programme of speakers and case studies mean you'll be able to enhance your mobile strategy using proven techniques, as well as avoid mistakes by advancing your knowledge in the subject.

BY ATTENDING YOU WILL:

- understand how mobile can elevate your student recruitment strategy to reach the right people in the right way and with the right message on the right platform
- learn about the power of mobile
- discover how your peers are using mobile to communicate with potential and current students, and other stakeholders
- take back to the office the tools, vocabulary and case study examples to invigorate your campaigns
- tailor the afternoon to your interests by choosing from a comprehensive line-up of special interest sessions
- benefit from the latest thinking and network with colleagues.

THE SPEAKERS:

We are delighted that our keynote speaker will be **Alex Meisl**, co-chairman of the Mobile Marketing Association, and founder and chairman of mobile digital agency Sponge Ltd.

Alex, will introduce us to the world of mobile and the power of the smartphone. He will show how mobile has opened up a whole new range of communications and marketing channels. There will be many case studies, plenty of stats on usage and trend and examples of how other sectors are responding to the new opportunities of mobile.

Keynote speaker:

Alex Meisl

Co-chairman: Mobile Marketing Association and co-founder and chairman, Sponge Ltd

Mark Power

Learning Technology Advisor
Institute for Educational Cybernetics, University of Bolton

Sean Montgomery

Director
C-Disc

James Dalton

Director
fonemedia

David Sims

Programme Director
London College of Communication

Tim Fernando

Project Manager/Lead Designer of Mobile Oxford
University of Oxford

Martin Hicks

Director
Iconic Mobile

Sarat Pediredla

Co-founder and partner
hedgehog lab

Paul Goodwin

Marketing Manager
Kendal College

Nigel Leigh

Head of Digital
Telegraph Media Group

David Stephenson

Business Development Manager
oMbiel

Dr Gabriele Helfert

Manager Web Projects and Intranet
Rotterdam School of Management, Erasmus University

Andrew Taylor

ISS, iLancaster
Lancaster University

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



"... smartphones are the fastest growing category amongst mobile handsets... It's not just new smartphones which are driving increased consumption... Many data plans encourage subscribers to use more data on their netbooks or laptops... [there are] huge implications: even at 5GB per month, converting six per cent of the world's PCs users to mobile data usage will produce 4,000 petabytes of data traffic per year."
Mobile Data Mediation - profiting from the exponential increase in mobile data use, John Giere, senior vice-president, products and marketing, Openwave: <<http://mmaglobal.com/?q=node/12927>>

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 engagement, student recruitment, and corporate reputation.

Areas include:

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

JOIN US

Join us for this unique event on the integration of mobile in marketing and communications strategies in further and higher education.

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 mobile.

THE CONFERENCE VENUE

Avonmouth House
6 Avonmouth Street
London SE1 6NX

Tucked away in a quiet side street in the vibrant area between Borough and Elephant and Castle is the venue for our conference: Avonmouth House; it's smart, modern and purpose built. It's also a haven of tranquillity offering an ideal space to listen, learn, participate and network. The catering is also excellent: both breakfast and lunch are prepared on-site; and teas, coffees and water is available throughout the day.

The venue is fully accessible, is fully air conditioned, with state-of-the-art facilities, and offers free wifi, and dotted around the public areas are computer terminals available for delegates' use - not that you'll be expecting to have too much time to be distracted by emails and office phone calls.



Getting there

The nearest tube stations are Borough and Elephant and Castle on the Northern line of the underground network. A little further away are Southwark and London Bridge stations.

Accommodation

Overnight accommodation is not included in the conference fee. There is a wide choice of accommodation available in central London, ranging from the *cheap-and-cheerful* to luxury five star. You can *Google* with your specific requirements but don't forget that the most local hotels will be in the SE1 postcode area.

"It is here. The mobile channel is here and the practice of mobile marketing is a viable practice for rich, personal, interactive one-on-one consumer engagement. Not just for awareness building sweepstakes and related promos, but for consumer engagement across every stage of the "engaged" customer lifecycle. Yes, consumers are engaged, they expect control and are wielding their voice, their thumbs some might say, more and more. The mobile channel is here and it is time that marketers recognise this and begin to learn to embrace it - you're not too late."

Mobile Marketing: Convergence of Media & Mobile, Michael Becker, EVP, Business Development, iLoop Mobile, Inc.

The Agenda:

How mobile engages prospective and current students

3 May 2012



9.00	Registration / refreshments	
9.45	Welcome	
9.50	Keynote	Alex Meisl Chairman: Mobile Marketing Association and co-founder and chairman, Sponge Ltd Harnessing the world of mobile marketing and communications
10.30		Mark Power Learning Technology Advisor Institute for Educational Cybernetics, University of Bolton Trends in the sector, the future and what it means for FHE
11.00	Refreshment break and networking opportunity	
11.30		James Dalton Director fonemedia Formulating your mobile brief to get the best development and integrated solution
12.00		Sean Montgomery Director C-Disc The Mobile Report - the findings of a national research exercise into mobile engagement
12.45	Lunch and networking opportunity	
1.50	Special interest sessions 1 (45 mins)	
• 1		David Sims; Luca Paulina; Sarat Pediredla Programme director; Multi-disciplinary designer; Partner (hedgehog lab) London College of Communication Case study: the London College of Communication prospectus iPhone/iPad app
• 2		Martin Hicks Director Iconic Mobile Responsive design and the implications for your marcomms strategy
• 3		Andrew Taylor and Brian Green Technicians, ISS, iLancaster Lancaster University Case study: Lancaster University's app
2.30	Special interest sessions 2	
• 1		Paul Goodwin Marketing Manager Kendal College Case study: Kendal College's augmented reality prospectus
• 2		David Stephenson Business Development Manager oMBiel Engaging with prospective students via the campusM app

Mobile marketing and communications in education conference <i>continued...</i>	
	Special interest sessions 2: continued
• 3	<p>Nigel Leigh Head of Digital Telegraph Media Group</p> <p>Case study: the Telegraph's clearing app 2011</p>
3.10	Break and networking opportunity
3.30	Special interest sessions 3
• 1	<p>Gabi Helfert Manager, Web Projects and Intranet Rotterdam School of Management, Erasmus University</p> <p>International case study: the RSM international recruitment and student services app</p>
• 2	<p>Tim Fernando Project Manager, Mobile Oxford University of Oxford</p> <p>The story of Molly, aka Mobile Oxford, its development and role as a strategic comms tool</p>
• 3	<p>Speaker to be confirmed Lewisham College</p> <p>FE case study: title to be confirmed</p>
4.10	<p>Closing plenary</p> <p>Alex Meisl Chairman: Mobile Marketing Association and co-founder and chairman, Sponge Ltd</p> <p>How can you measure your return through mobile investment?</p>
4.45	Conference ends

(In exceptional circumstances, sessions may be subject to change)
Copyright Discovering Futures 2012



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 8).

All bookings are subject to our terms and conditions, shown in this brochure on page 10 and also available online at: www.discoveringfutures.com/terms_and_conditions

Save £££s by booking your place early!

The early bird discount expires at midnight on 6 April 2012, so register today.



HE/FE/education sector*: Early bird discounts for bookings made on or before 6 April 2012. Teams receive a discount!

One delegate	Two delegates**	Three delegates**
£315	£580 (£290pp)	£795 (£265pp)

All other sectors: Early bird discounts for bookings made on or before 6 April 2012. Teams receive a discount!

One delegate	Two delegates**	Three delegates**
£395	£740 (£370pp)	£1035 (£345pp)

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

HE/FE/education sector*: fees for bookings made on or after 7 April 2012. Teams receive a discount!

One delegate	Two delegates**	Three delegates**
£395	£740 (£370pp)	£1035 (£345pp)

All other sectors: fees for bookings made on or after 7 April 2012. Teams receive a discount!

One delegate	Two delegates**	Three delegates**
£475	£900 (£450pp)	£1275 (£425pp)

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
- the post-conference record of proceedings



"If you champion mobile in your organisation today, in two to three years time, the rest of the organisation will be working for you."

James Lamberti from mobile ad network InMobi at the mobileSQUARED Roadshow, London, 29 September 2010

Booking Form



Please reserve me a place at the forthcoming Discovering Futures'
How mobile engages prospective and current students conference on 3 May 2012.

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 purchase order is not required.

If the invoice is to be sent to a person other than the named delegate (above) please record their details here:

Tel _____ Fax _____

Email: _____

Once completed, you can send this booking form to us in one of a number of ways:

1. fax to: + 44 (0) 20 7788 3484
2. post to: Discovering Futures' How mobile engages prospective and current students conference, 34 Ormonde Road, London SW14 7BG, UK
3. email the required information, or a scan of this form, to: info@discoveringfutures.com

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

Thank you for booking a place on the How mobile engages prospective and current students 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.

But we don't just 'do' conferences. Our higher education marcomms backgrounds mean we specialise in providing our experience and expertise exclusively to this sector, the sector we know best. We work with clients to analyse and advise on strategic and operational opportunities; to develop a competitive advantage; to evaluate and improve operational processes; and to improve the student experience. Consider us the next time you need to utilise external expertise.

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.

Discovering Futures is pleased to be associated with **C-Disc**



In 2010 C-Disc made a conscious decision to further explore the opportunities offered by mobile and using our own extensive knowledge of the key markets we operated in, such as higher and further education student marketing, our primary focus was to become a leading specialist in mobile. It was a bold and ambitious move for the business, as the economy was still in recession and clients were nervous and reluctant to invest in a platform they didn't fully understand.

Now in early 2012, C-Disc is a thriving business based in south west England that specialises in mobile strategy and development. We currently work with a select but growing number of clients, mostly but not exclusively in higher and further education, assisting them plan and implement their mobile strategy. We predominantly work with clients who communicate with young people (whether they are pre-students, students or first jobbers). The experience we have gained during the last two years has given us market leading advantage.

Perhaps what defines our people and business is our passionate approach to the work we undertake. Passion driven by the fact we are still breaking new ground every day, delivering highly effective communication campaigns through mobile marketing, which is a discipline still in its infancy.

We can comfortably demonstrate why mobile works, and in many cases produces a much better ROI than traditional online advertising and marketing. And if you recently checked your website analytics, take a quick look at how many views you are generating through mobile devices as an overall percentage of your audience. You will see that the experts who made their predictions in 2009 about how mobile would proliferate in the way we business and comunciate were not far off the mark.

And we are of course delighted to maximise our clients' return on investment through channels such as the mobile web, permission based mobile marketing, as well as the more traditional methods like SMS and MMS.

For more information please contact:

Sean Montgomery
Director
C-Disc
e: sean@c-disc.co.uk
m: 07703 494 558
w: www.c-disc.co.uk

"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

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 and/or purchase order.

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.

Discovering Futures Ltd
34 Ormonde Road
London SW14 7BG

t: 020 7099 6033

f: 020 7788 3484

e: info@discoveringfutures.com

w: www.discoveringfutures.com

Discovering Futures Ltd. Registered in England and Wales: 6292299.

Registered office: East House, 109 South Worple Way, London SW14 8TN

Photo acknowledgements:

Front cover: "Nokia C7_Lifestyle-03" - Nokia Press Office
pages 2: "Nokia C7_charcoal_black_1" - Nokia Press Office
page 3: iPhone app - University of West London
page 4: etc venues
page 6: "Nokia E7_orange 2" - Nokia Press Office
page 7: "Nokia C7_Lifestyle_01" - Nokia Press Office
page 7: "MOB:3 1" - John Lee
page 9: "On the phone" - Chris Greene
page 11: Jonathan Brady



Discovering Futures
34 Ormonde Road
London SW14 7BG

t: 020 7099 6033
f: 020 7788 3484

e: info@discoveringfutures.com
w: www.discoveringfutures.com

© 2012 Discovering Futures Ltd