



THE FUTURE OF THE PROSPECTUS

A DAY DEVOTED TO DISCUSSING THE IMPACT OF SOCIAL AND DIGITAL MEDIA, AND NEW TECHNOLOGY 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

25 May 2010, The Magic Circle Headquarters, London NW1

"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."

'Holiday brochure' prospectuses can create unrealistic picture' - Rebecca Attwood 'THE' 10 Nov 2009

In association with
Penna Barkers:



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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 unyielding 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 a 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. Developments already embrace the iPhone; might prospectuses soon be available for download via iTunesU?

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, 24-11-09



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:

Luke Mckend (keynote speaker)
Industry Head, Local/Careers
Google UK

James Fear
Director
Sterling Solutions

Antoinette Friar
Marketing Manager
Craven College

Sarah Garwood
Creative Services Manager
UWIC - University of Wales Institute, Cardiff

Lynn Grimes
Director of Marketing & Recruitment
Thames Valley University

Rebecca Hughes
Postgraduate Marketing Manager
University of Exeter

Sean Montgomery
Director
Fonemedia

Matt Osborne
Web Manager
Kingston University

Tracy Playle
Managing Director
Pickle Jar Communications

Greg Warner
Sales Director
Pindar

Andy Blair (Director of Marketing), **Stewart Aitken** (Creative Development Manager) and **Gary Ive** (Manager, Surrey Design & Print)
University of Surrey

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 Luke Mckend, Industry Head - Local/Careers at Google UK, the world's leading search engine. Also on the day's agenda are speakers from three of the country's leading printers, a panel of HEIST prospectus winners, and colleagues from the sector who will be presenting their future visions of the prospectus.

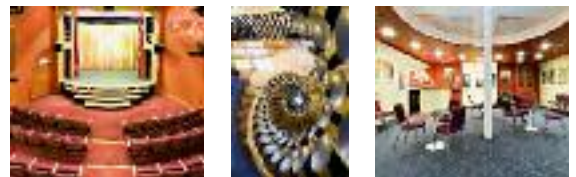
THE CONFERENCE VENUE

The Magic Circle headquarters
12 Stephenson Way
London NW1 2HD

We are delighted to be holding our conference on the future of the prospectus at the amazing Magic Circle headquarters, hidden away in a small side street within a minute's walk of Euston mainline station in central London.

Revealed behind the doors of number 12, is the spectacular home of The Magic Circle, a private club where the finest magicians from all over the world meet regularly to invent illusions, share secrets and master their magic. The venue includes a clubroom and bar, meeting and dining room, library, museum, and one of London's best kept secrets, with extremely comfortable seats, the Magic Circle theatre.

The Magic Circle Headquarters has won awards for being a most interesting and unusual venue and provides the perfect location for Discovering Futures' latest conference. It is both a fascinating and magical place!

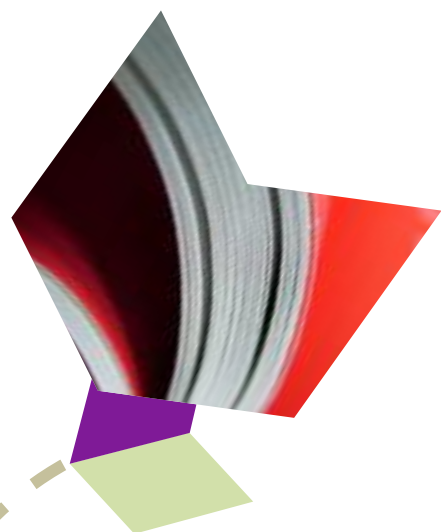


Getting there

The nearest tube station is Euston which is also the mainline station for services to the north and northwest of England and Scotland. Euston Square tube station (Hammersmith and City, Metropolitan and Circle lines) is five minutes walk away. Warren Street tube station is a little further away but still very convenient.

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 WC1 and NW1 postcode areas.



The Agenda: The Future of the Prospectus conference



25 May 2010

9.00	Registration / refreshments		
9.35	Welcome from the chairman	Andrew Platt-Higgins Strategic Development Director Penna Barkers	
9.40	Keynote speaker	Luke Mckend Industry Head, Local/Careers Google UK	
	Digital developments and search opportunities for student recruitment		
10.20	The HEIST prospectus winners discuss the future of the prospectus		
	<i>Winner best HE prospectus category</i> Sarah Garwood Creative Services Manager University of Wales Institute, Cardiff	<i>Winner best FE prospectus</i> Antoinette Friar Marketing Manager Craven College	
	<i>Winner best postgraduate prospectus category</i> Rebecca Hughes Postgraduate Marketing Manager University of Exeter	<i>Winner best part-time category</i> Lynn Grimes Director of Marketing & Recruitment TVU	
11.15	Break		
12.00	The printer's forum: delivering the prospectus of the future		
	Miles Linney Director Linneys	Greg Warner Sales Director Pindar	James Fear Director Sterling Solutions
1.00	Lunch		
2.15		Lynn Grimes Director of Marketing & Recruitment Thames Valley University	
	Case study: the first iPhone prospectus app		
2.45		Sean Montgomery Director Fonemedia	
	Mobile technology in marketing, communications and student recruitment		
3.15	Refreshments		
3.45		Andy Blair (Director of Marketing) Stewart Aitken (Creative Development Manager) and Gary Ive (Manager, Surrey Design & Print) University of Surrey	
	Case study: Surrey's personalised prospectus is entirely designed, printed and fulfilled in house. The speakers will represent the three stages of the activity, strategy, design and conceptual development and production.		
4.30		Tracy Playle Managing Director Picklejar Communications	
	From here to where? A self-confessed technophile's musings on how social and digital media might reshape the prospectus.		
5.00	Depart		

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 £££s by booking your place early!

The early bird discount expires at midnight on 18 April 2010, so register today.



HE/FE/education sector*: Early bird discounts for bookings made on or before 18 April 2010. Teams receive a discount!

One delegate	Two delegates**	Three delegates**
£295	£540	£735

All other sectors: Early bird discounts for bookings made on or before 18 April 2010. Teams receive a discount!

One delegate	Two delegates**	Three delegates**
£375	£700	£975

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

HE/FE/education sector*: fees for bookings made on or after 19 April 2010. Teams receive a discount!

One delegate	Two delegates**	Three delegates**
£375	£700	£975

All other sectors: fees for bookings made on or after 19 April 2010. Teams receive a discount!

One delegate	Two delegates**	Three delegates**
£455	£860	£1215



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 25 May 2010.

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,

326 Upper Richmond Road, London, SW14 7JN

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.

Discovering Futures is pleased to be associated with **PennaBarkers**, one of the UK's leading marketing and recruitment communications agencies (www.pennabarkers.com). A preferred supplier to the DIUS (formerly DfES), UAC and UAG, PennaBarkers works with over 80 universities, colleges, research and funding councils, delivering a range of services from strategic marketing support and media planning to full-service creative advertising. With one of the largest digital teams in the sector, incorporating digital media buyers, digital creatives, designers and programmers, Google-accredited search specialists and campaign managers, PennaBarkers is at the forefront of delivering fully integrated, audience-led marketing strategies.

For more information please contact:
Ian Morgan
Head of Development – Education

e: ian.morgan@pennabarkers.com
m: 07718 652892



Belmont Press

We are grateful to Belmont Press for sponsoring this event.

Belmont Press has produced literature for many of the UK's leading educational establishments 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.

The prospectuses and faculty literature that they produce are all very different in their design, paper and finish, but they all display the same high level of accuracy, precision and quality.

Over the years, Belmont have delivered many complex and challenging designs and have been rewarded for their efforts with a number of prestigious Heist awards.

Mailing dates for prospectuses and faculty literature are, of course, critical. That is why Belmont's clients rely on their consistent printing, personalising, binding and fulfilment capabilities.

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	

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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w: www.discoveringfutures.com

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