



USING SOCIAL MEDIA TO ENGAGE WITH STUDENTS

A day devoted to discussing the impact of social media marketing in higher education student recruitment and corporate communications

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

16 June 2011, Avonmouth House, Avonmouth Street, London SE1

"The top five social media stats:

- 1. Over 50% of the world's population is under 30 years of age*
- 2. 96% of them have joined a social network*
- 3. Facebook tops Google for weekly traffic in the US*
- 4 Social media has overtaken porn as the number one activity on the web*
- 5. One out of eight couples married in the US last year met via social media"*

Social Media Revolution, from www.socialnomics.net

SOCIAL MEDIA IN EDUCATION

Today's students aren't just comfortable with technology – they live it. Their social interactions, organisational abilities and learning habits are all mediated by networks. If you're not there too, then you're not on the map.

This one-day conference is specially designed for marketing and communications professionals in further and higher education who want to make sure that social media is working for them and their institutions. Experienced practitioners will share their experiences of the impact and management of social media in recruitment, engagement and reputation.

The event will bring together thought leaders from educational organisations, agencies and service providers in a friendly, focused day of discussion and debate. You'll also have the chance to do some networking of the face-to-face variety!

Topics for the day include the social media landscape, hunting grounds for potential students, integration of social media into your comms strategy, and making a business case for your activities using ROI metrics.

With expert knowledge and real insights to the fore, this event is the best way to sharpen your approach to social media and ensure you're covering all the angles.



"Its 75 million users post 750 messages per second on Twitter. How many of these users are your potential students? How many of the messages are about your organisation?"

Statistics from: <http://blog.twitter.com/2010/06/big-goals-big-game-big-records.html>

ADDRESSING YOUR PROFESSIONAL NEEDS

This conference is an excellent opportunity to update your skills in this fast-moving area of technological and cultural change. In particular, you will learn:

- why social media is here to stay
- how to assess and select different social media options for different audiences and goals
- how to communicate via key social media including Twitter, YouTube, Facebook and iTunesU
- how to align social media activities with other communications streams
- where social media is heading in the future
- how leading practitioners have used social media for the benefit of their organisations

KEY ISSUES

Making social media a natural part of your activities takes careful planning and sure execution. This conference will address the key live issues in the field, including:

- influencing conversations in various online venues
- responding positively to misinformation
- enabling others to amplify your messages
- measuring your activities and making a business case
- assessing the contribution of your social media activities to your communications goals
- engaging without enraging – when to stay silent

Join us on 16 June 2011 to discover how you can get ahead of the social media curve and take action today for a more effective tomorrow.

WHY YOU SHOULD ATTEND?

With sessions designed to cover all the relevant aspects of social media, this conference is a highly effective way of mastering the subject. You'll be able to enhance your social media strategy using proven techniques, as well as avoid the pitfalls that await the unwary. Find out the real facts about social media, and ensure that your organisation is taking the right steps to success.

BY ATTENDING YOU WILL:

- learn how leading institutions are using social media to reach new audiences and stay in touch with students and alumni
- hear which kinds of approach work best
- discover how your peers are using social media to meet their goals
- choose from alternative session streams in the afternoon
- have access to wide-ranging case studies that will enable you to tailor proven strategies to your own workplace
- network with your colleagues from the sector.

SPEAKERS INCLUDE:

We are delighted that our keynote speaker will be **Dr Lizzie Jackson**, head of learning innovation at Ravensbourne College. Drawing on her career in social media at the BBC and in higher education, Lizzie will introduce us to its huge potential in engaging students. She will identify who to target and why and look at how it can support strategies to widen participation. She will also tell us some of the lessons she has learnt over the years, alerting us to any pitfalls.

Peter Reader, director of marketing and communications at the University of Portsmouth, will be using his extensive higher education experience to show us how to integrate social media into an organisation's wider marketing strategy. He will demonstrate that social media is not merely an add-on but must now be placed at the centre of all marketing, recruitment and communications activities.

Jamie O'Connell, director of marketing at TheStudentRoom.com has helped grow this website to become the world's largest student website receiving over 3.5 million unique users per month. He will show how the site offers a social platform for students to discuss important issues and decisions. As such, it is a social network that all HE marcomms staff should monitor both to evaluate their own institution's standing as well as that of their competitors!

The **afternoon agenda presents a range of special interest sessions** that feature your peers in HE and commercial organisations. They will present on a range of marketing and communications possibilities opened up by social media, using case studies from their own organisations.

Speakers include:

Dr Lizzie Jackson (Keynote speaker)
Head of Learning Innovation
Ravensbourne College

Peter Reader
Director of Marketing and Communications
University of Portsmouth

Graham Copekoga
Web Manager
De Montfort University, Leicester

Jamie O'Connell
Director of Marketing
TheStudentRoom.com

Wahida Ashiq & Alicia Liu
Managing Director Account Manager
93½ Communications

Bo Kristiansen
Marketing Director
University of Southern Denmark

Robyn Hicks
Marketing Manager
South Street Accommodation

Claire Lupton
Alumni Relations Manager
University for the Creative Arts

David Reilly
PR Officer
University for the Creative Arts

Stuart Brown
eBusiness Manager: Community and Developments
The Open University

Sarah-Jane Doherty
Group Head
Educate

Ken Punter
Digital and Online Communications Manager
University of Warwick

Alan Parry
Director of Marketing and Corporate Communications
Bangor University

Steve Swain
Digital Attraction Manager
TMP

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

"Facebook: More than 500 million active users. 50 per cent of active users log on to Facebook everyday. The average user has 130 friends."

Statistics: <http://www.facebook.com/press/info.php?statistics>

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
- 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
- Website Design and Editorial
- Widening Participation and Access

JOIN US

Join us for this unique event on the integration of social media 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, communications and marketing strategy might adapt as social media continues to grow.

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.

"YouTube: There are more than two billion views a day. The average person spends 15 minutes a day on YouTube".

Statistics from: <http://www.viralblog.com/research/youtube-statistics/>

The Agenda:

Using Social Media to Engage with Students conference

16 June 2011



9.00	Registration / refreshments	
9.45	Welcome from the conference chair	
9.50	<p>Dr Lizzie Jackson Head of Learning Innovation Ravensbourne College</p> <p>Introduction to social media marketing</p>	KEYNOTE
10.30	<p>Jamie O'Connell Marketing Director TheStudentRoom.com</p> <p>Trends and engagement on HE's leading social media forum for potential students</p>	
11.00	Refreshment break and networking opportunity	
11.20	<p>Peter Reader Director of Marketing and Communications University of Portsmouth</p> <p>Integrating SMM into your marketing, communications and student recruitment strategy</p>	STRATEGY
12.00	<p>Steve Swain Digital Attraction Manager TMP</p> <p>Evaluating your social media activities</p>	EVALUATION
12.30	Lunch and networking opportunity	
1.30	Special interest sessions 1 (45 mins)	
• 1	<p>Sarah-Jane Doherty Group Head Educate</p> <p>How can we smartly use digital media to recruit international students</p>	INTERNATIONAL
• 2	<p>Robyn Hicks Marketing Manager South Street Accommodation Services</p> <p>Social media: getting the balance right when communicating with students</p>	COMMUNICATIONS
• 3	<p>Ken Punter Digital and Online Communications Manager University of Warwick</p> <p>The role of iTunesU and YouTubeEdu in an integrated corporate communications strategy</p>	CORPORATE COMMS
2.15	Special interest sessions 2	
• 1	<p>Wahida Ashiq & Alicia Liu Managing Director Account Manager 93½ Communications</p> <p>Secrets of social media techniques in China for building brands and student engagement</p>	INTERNATIONAL
• 2	<p>Graham Copekoga Web Manager De Montford University, Leicester</p> <p>Integrating the full range of social media techniques in student recruitment marketing</p>	STUDENT RECRUITMENT

Using Social Media to Engage with Students conference continued...

• 3	<p>Claire Lupton & David Reilly Alumni Relations Manager PR Officer University for the Creative Arts</p>	ALUMNI RELATIONS
	Using Twitter and other SM techniques in alumni relations	
3.00	Break and networking opportunity	
3.30	Special interest sessions 3	
• 1	<p>Bo Kristiansen Marketing Director University of Southern Denmark</p>	INTERNATIONAL
	Case study: using social media for marketing and student recruitment at USD	
• 2	<p>Stuart Brown eBusiness Manager: Community and Developments The Open University</p>	COMMUNICATIONS
	Serving your audience through social media	
• 3	<p>Alan Parry Director of Marketing and Corporate Communications Prifysgol Bangor / Bangor University</p>	TECHNOLOGY
	Building a brand through narrowcasting: Bangor TV	
4.15	Closing remarks and making social media work for you.	
	Speaker TBC	
4.40	Conference ends	

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



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 16 May 2011, so register today.



HE/FE/education sector*: Early bird discounts for bookings made on or before 15 May 2011. Teams receive a discount!

One delegate	Two delegates**	Three delegates**
£295	£560 (£280pp)	£795 (£265pp)

All other sectors: Early bird discounts for bookings made on or before 15 May 2011. Teams receive a discount!

One delegate	Two delegates**	Three delegates**
£375	£720 (£360pp)	£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 16 May 2011. Teams receive a discount!

One delegate	Two delegates**	Three delegates**
£375	£720 (£360pp)	£1035 (£345pp)

All other sectors: fees for bookings made on or after 16 May 2011. Teams receive a discount!

One delegate	Two delegates**	Three delegates**
£455	£880 (£440pp)	£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 bona fide 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.

"Twitter gets more than 300,000 new users every day. There are currently 110 million users of Twitter's services. And over 60 per cent of Twitter use is outside the U.S. More than a third of users access Twitter via their mobile phone."
<http://dannypbrown.me/2010/07/03/cool-facts-about-social-media/>



Booking Form



Please reserve me a place at the forthcoming Discovering Futures'
Using Social Media to Engage with Students conference: 16 June 2011.

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 the invoice should be sent to a person other than the named delegate (above) please indicate their details here:

Telephone: _____

Email: _____

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

or post to: Discovering Futures' Using Social Media to Engage with Students conference,
326 Upper Richmond Road West, London SW14 7JN, UK

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 Using Social Media to Engage with 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.

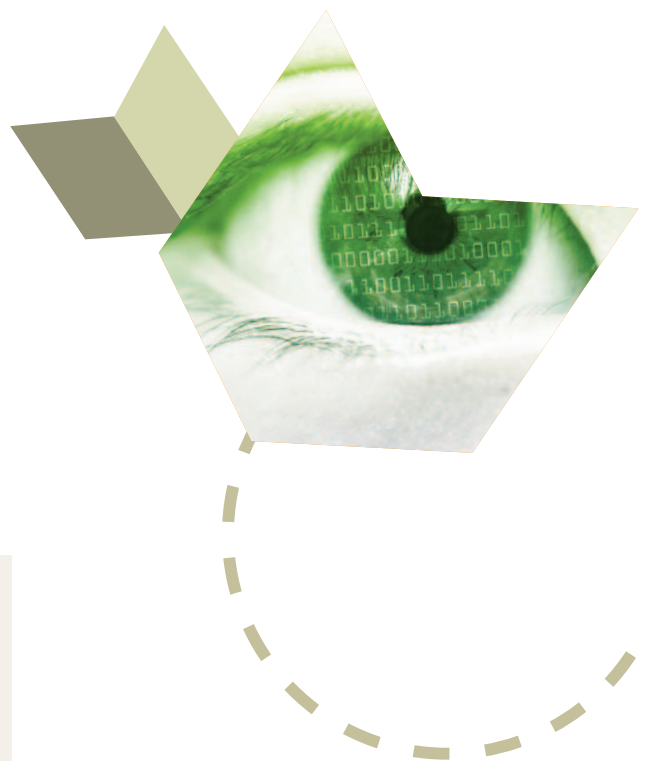
Our conferences attract large audiences of delegates representing the broad spectrum of education providers in the UK today. Indeed, the events have also attracted colleagues from a number of institutions in the EU and the Far East.

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.

"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.

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

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