

*Exclusive to Marketability*

# Schools Marketing Workshop

**'[Tutors were both] excellent! I really appreciated the way they adapted the course to cover relevant things to each individual.'**

*Delegate from Oxford University Press*

**'Absolutely brilliant ...'**

*Delegate from Taylor & Francis*

Do you need to get up to speed with changes to the curriculum and what new government initiatives mean for schools? Could you really use an injection of fresh ideas for getting your resources noticed by teachers? If so, read on!

This course looks at the size and shape of the UK schools sector and at the latest topical agendas and challenges for teachers, and explains how these impact on buying decisions. Practical marketing strategies and case examples cover a range of products from print to digital.

***Includes:***

- What's happening in the primary and secondary schools sector today
- How buying decisions are made, and by whom
- Engaging with your customers and building communities
- Right marketing plan, right product: choosing effective tactics and messages, and the special considerations of marketing digital resources and using social media
- Plenty of case examples of real campaigns
- Quick and easy ways to calculate targets and analyse results
- Plenty of opportunities to discuss your particular challenges.

***Course tutors:***

This course is led by **Rebecca Jones**, Head of Children's Reference and Revision Marketing at HarperCollins Publishers, previously in marketing roles with Scholastic Education, Letts, Oxford University Press and Collins Education.

Guest tutor **Rachel Maund** works regularly with many of the UK's schools publishers.

***What's the day like?***

Full of down to earth advice. Rebecca is one of the most experienced schools marketers in publishing.

***Who should attend?***

Anyone needing a topical and practical overview of the UK schools market and looking for effective ways of marketing to it. Particularly relevant to Marketing Executives and Marketing Managers within UK schools publishers.

CHECK UPCOMING DATES NOW AT [www.marketability.info/schools](http://www.marketability.info/schools)

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