

*Exclusive to Marketability – early booking advised!*

# Schools Marketing Workshop

**'Excellent – a must for all schools publishers. The background to government initiatives and curriculum change was particularly useful.'**

*Delegate from Nelson Thornes*

**'I've come away with 21 immediate points I can action.'**

*Delegate from the Specialist Schools and Academies Trust*

**'Absolutely brilliant ...'**

*Delegate from Taylor & Francis*

Are you looking for new and creative, cost-effective ways to market your product to schools? Are you finding it increasingly difficult to get the results you expect? The schools market is highly competitive and getting yourself heard is becoming ever more challenging.

This course gives an overview of the market dynamics that you need to consider when devising marketing plans. It looks at what's happening in schools today, the current topical agendas, and what effect these may have on how teachers respond to your marketing messages.

As well as equipping you with information about the schools market, we focus on real and practical marketing ideas covering a range of products from textbooks and revision guides to online subscription services and other electronic resources. During an interactive session we'll examine why these plans have worked and how you can use the ideas to improve your own response rates.

#### ***Includes:***

- What's happening in the primary and secondary schools sector today
- How buying decisions are made, and by whom
- The marketing plan, including timing, market segmentation and messages
- School libraries – their influence and buying power in schools today
- What type of marketing works best when and why for different types of product
- Plenty of case examples of real campaigns
- Quick and easy ways to calculate targets and analyse results.

#### ***Course tutors:***

This course is led by **Rebecca Jones**, Marketing Director at Scholastic Education, previously at Letts and Lonsdale, Oxford University Press and Collins Education. Guest tutor **Rachel Maund** works regularly with many of the UK's schools publishers.

#### ***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.

#### ***Course dates:***

**29 April 2010**

**London**

**£375 + VAT**

**26 October 2010**

**London**

**£375 + VAT**

**CHECK AVAILABILITY NOW ON 020 8977 2741, OR  
EMAIL [rachel@marketability.info](mailto:rachel@marketability.info)  
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