



## Draft Schedule: Werribee Park, Victoria

**Your marketing plan will consist of three categories: Diagnosis, Strategy and Tactics.**

We'll be using the "chunking" method of learning - popular with universities - where there will be 10 minutes of instruction at the beginning of each topic, followed by 15 minutes of time to process and complete the exercise, followed by five minutes of group discussion. Electronic and printed materials will be supplied to assist with completing each exercise efficiently.

### Day 1: Sunday 18 August

6.30pm **Welcome Dinner** - Sponsored by Novaflow Digital

### Day 1: Monday 19 August

6.30am **Breakfast** (at your leisure - included in package)

7.45am **Arrival:** tea and coffee

8.00am **Event Welcome, introductions and housekeeping**

8.15am **Data Deep Dive:** Using official data, conduct a thorough analysis of your school's current state of play.

8.45am **School Snapshot:** Building a top-level Situational Awareness for your school.

9.15am **Breakout Session**


9.30am **Competitor Analysis:** Review who you're up against and identify your competitive advantages.

10.00am **Metrics that Matter:** Create a dashboard collating critical data to help make informed decisions.

10.30am **Morning Tea**

11.00am **Your Ideal Audience 1:** Mining demographic data to understand our current and emerging audiences.

11.30am **Your Ideal Audience 2:** Sophisticated customer avatars to dial in on what makes our families tick.

12.00pm  James Thomson, Novaflow Digital  
**Crafting your Digital Marketing Strategy**

12.30pm **Lunch**

1.15pm **Group Activity:** Tactical Brain Dump

1.30pm **Dissecting the Customer Journey:** Where are we nailing it and where are we failing it?

2.00pm **Powerhouse Positioning:** How we will position our school in the market for maximum success.

2.30pm **Breakout Session + Afternoon Tea**

3.00pm **Strategic Objectives:** Setting objectives that will be our roadmap to #winning in 2025 and beyond.

3.30pm **Group Activity:** Day 1 Reflection

4.00pm Day 2 ends - free time until dinner.

6.00pm Retreat Dinner (included in package)

DIAGNOSIS

STRATEGY

On our final day, we'll be rounding out our strategic work and will finish the event working on our tactical requirements. You'll have time to consolidate your plan in preparation for presenting it when you return to the office.

## Day 2: Tuesday 20 August

	6.30am	<b>Breakfast</b> (at your leisure - included in package)
	7.45am	<b>Arrival:</b> tea and coffee
	8.00am	<b>Day 2 Welcome Activity</b>
<b>STRATEGY</b>	8.15am	 Clare Miles, Thirst Creative <b>Brand Evolution: How your brand visual can work harder across collateral and advertising</b>
	9.15am	 Digistorm <b>Lead Scoring: Your secret weapon to long term enrolment success</b>
	9.45am	<b>Budget Time:</b> Planning your budget allocation for 2025.
	10.15am	<b>Morning Tea</b>
<b>TACTICS</b>	10.45am	 Dean Barker, Novaflow Digital Setting your Digital Marketing Tactics
	11.15am	<b>Breakout Session</b>
	11.30am	 Anthony McCausland, Feesable The human way: Marketing to families in the age of AI
	12.15pm	<b>Lunch</b>
	1.00pm	 Alexander Manton, The Schoolhouse Agency <b>Harnessing video content to connect with your ideal audience.</b>
	1.30pm	<b>Chart your annual roadmap:</b> Identify your priorities, term by term, for daily clarity and direction.
	2.00pm	<b>Consolidation Time:</b> Precious time to finalise and finesse your marketing plan.
	3.00pm	<b>Closing Panel Discussion:</b> How to win friends and influence people - school marketer's edition. <i>Led by Adrian Wiles (the Principal), Sonya Herndon (the Principal's EA) and Bianca Coleborn (the Marketing Director)</i>
	3.30pm	<b>Retreat ends</b>

*Note: If you wish to stay an extra night at Lancemore Mansion Hotel on Tuesday, please contact Bianca Coleborn at [bianca@schoolmarketingmanifesto.com](mailto:bianca@schoolmarketingmanifesto.com) to receive the contact details to book directly.*

Thank you to our generous sponsors:



Draft schedule - subject to change.