The 2nd Annual National Higher Education

Faculty Marketing Innovation Conference 2013

Developing and Implementing Marketing Strategies that Succeed in the Unique and Evolving Operating Environment of the Higher Education Faculties

FEATURED SPEAKERS

Professor Jim Macnamara  Deputy Dean and Professor of Public Communication, Faculty of Arts and Social Sciences
University of Technology, Sydney (UTS)

Professor Linda Brennan, PhD, FAMI  Head of Centre, Commerce and Management
RMIT International University Vietnam

Associate Professor Colin Jevons  Department of Marketing, Faculty of Business and Economics
Monash University

Simon Kozak  Acting Group Director, Marketing and Communications
Auckland University of Technology (AUT)

Richard Teng  Regional Director, South East Asia
Teesside University

Michelle Segal-Crawford  Executive Officer, Communications, Faculty of Business and Economics
University of Melbourne

Mark Pearce  Director, Media and Communications Unit, Marketing and Engagement Division
La Trobe University

Warrick Glynn  Internal Communications Manager, Marketing and Engagement Division
La Trobe University

Dr John Lenarcic  Lecturer, School of Business IT and Logistics
RMIT University

Nick Besley  Manager, Marketing and Communications, College of Science, Engineering and Health
RMIT University

Dr Shane Moon  Managing Director
Inner Truth
Guest Lecturer, Neuromarketing
University of Melbourne

Joanne Jacobs  Chief Operating Officer
1000Heads
Adjunct Associate Professor, Creative Industries
Queensland University of Technology (QUT)

Robert Lawrence  Principal
Prospect Research and Marketing

Monika Engelhard  Assistant Director, Marketing and Business Development, College of Design and Social Context Office
RMIT University

9 & 10 April 2013
Melbourne Marriott Hotel
One Full-Day Masterclass
11 April 2013

EXPLORE

❖ Leveraging the University’s brand at faculty level
❖ Student-centred marketing for both recruitment and retention
❖ Evolving use of digital marketing, social media and online communities
❖ Engaging with key internal stakeholders to successfully meet evolving market needs

EARLY BIRD DISCOUNT
Book & Pay by 8 February 2013 to receive an additional Super Saver Discount!

Phone: +61 2 9431 8755
Fax: +61 2 9431 8766
www.liquidlearning.com.au

MEDIA PARTNER
SocialMediaNews.com.au
Day One 9 April 2013

8.30 - 8.55 Registration and Morning Coffee
8.55 - 9.00 Official Welcome and Opening Remarks
9.00 - 9.45 OPENING EXPERT COMMENTARY

Utilising robust market research to inform your faculty’s marketing strategies
The success of any marketing campaign can be improved by having a deep understanding of your target market. Whilst there is an increasing volume of information available to faculty marketers, what is most crucial is translating it into insights that inform improved strategies. Discuss:
• Understanding domestic and international trends in Higher Education and their implication on faculty marketing strategies
• Changing expectations and behaviours of students
• Examining sources of research
• Translating research into a strategy

Robert Lawrence Principal
Prospect Research and Marketing

9.45 - 10.00 Questions and Discussion

10.00 - 10.45 EXPERT COMMENTARY

International marketing opportunities at faculty level – for both domestic and international students
Faculty marketers often seek to attract international students to their local campus, but what value can the prospect of international study, internships and academic exchange add to the market position of a faculty? As a leading academic in Higher Education marketing currently on secondment with RMIT International University Vietnam, Professor Brennan will discuss:
• How significant is international opportunities as a motivating factor for domestic students?
• Study abroad students as advocates of your faculty and tools for international recruitment
• What are the best ways for marketers to leverage an international campus or partner institution?

Professor Linda Brennan, PhD, FAMI Head of Centre, Commerce and Management
RMIT International University Vietnam

10.45 - 11.00 Questions and Discussion

11.00 - 11.15 Morning Tea

11.15 - 11.30 Questions and Discussion

11.30 - 12.00 CASE STUDY

Working from the Colleges: A discipline approach to University marketing at RMIT
RMIT University is structured around three academic Colleges, with their own marketing and web teams who consequently have a strong disciplined approach to their professional roles. This presentation will compare and contrast the experiences, success achieved and challenges faced within two of these colleges. Delegates will be able to reflect upon these experiences and consider their application in their own context. Discuss:
• Internal stakeholder relationships needed to manage the inherent complexity of marketing at college level
• Working with counterparts in other faculties to achieve mutually beneficial outcomes
• How marketing approaches differ within the same university – and the drivers for these differences

Nick Besley Manager, Marketing and Communications, College of Science, Engineering and Health
Monika Engelhard Assistant Director, Marketing and Business Development, College of Design and Social Context Office
RMIT University

12.00 - 12.15 Questions and Discussion

12.15 - 1.15 Networking Lunch

1.15 - 2.00 EXPERT COMMENTARY

The big issues for social media success: Relinquishing control, governance, integration, listening, engagement
When done correctly, social media can be an effective and powerful marketing tool as part of a faculty’s marketing strategy. But, along with the new opportunities, come risks and challenges. Professor Macnamara will present findings of research from around the world in relation to how organisations are using social media to gain new levels of engagement with audiences and markets. Discuss:
• The loss of control of the medium and the message (if there ever was control) and lessons learned in ill-fated campaigns
• Developing social media governance
• Aligning and integrating social media into marketing and communication strategies
• Constructing an “architecture of listening” as well as an architecture of talking
• Achieving engagement and becoming a ‘social organisation’

Professor Jim Macnamara Deputy Dean and Professor of Public Communication, Faculty of Arts and Social Sciences
University of Technology, Sydney (UTS)

2.00 - 2.15 Questions and Discussion

2.15 - 3.00 CASE STUDY

Maximising opportunities for faculty social media success while working within a broader University framework
Like many institutions, the growth of social media at the University of Melbourne was an organic and at times disparate process, the uptake of which was reliant on individual staff members’ knowledge of various platforms. The Faculty of Business and Economics was an early adopter of many social media channels, including Facebook, YouTube, Twitter, Wordpress blogs and Chinese platforms Sina Weibo, Ren Ren and YouKu. This session will focus on:
• A case study in using peer-to-peer marketing to integrate social media into faculty marketing and communications strategy

Monika Engelhard Manager, Marketing and Communications, College of Science, Engineering and Health
RMIT University

PLUS MASTERCLASS!
ONE Separately Bookable, Full-Day Masterclass on 11 April 2013

EARLY BIRD DISCOUNT
Receive $150 off registration if you register and pay by 8 March 2013
Successfully marketing your faculty in a fragmented media market

10 April 2013
Day Two

Understanding the evolving expectations of prospective students

Michelle Segal-Crawford, Executive Officer, Communications, Faculty of Business and Economics, University of Melbourne

3.00 - 3.15 Questions and Discussion
3.15 - 3.30 Afternoon Tea
3.30 - 4.45 Interactive Expert Presentation: Innovative technologies applied to better understand your audience and improve the effectiveness of your marketing strategy

Dr Shane Moon, Managing Director, Inner Truth, Guest Lecturer, Neuromarketing, University of Melbourne

4.45 Reflective Discussion and Concluding Remarks from the Chair
4.45 - 5.45 Networking Reception

Follow this event on Twitter using the event hash tag #FMI13 and @LiquidLearning for daily industry updates!

Don’t have time to read the brochure now?
Step 1: Download a QR Reader application for your phone.
Step 2: Scan this QR code to access the event details electronically.

SUPER SAVER DISCOUNT
Receive $300 off registration if you register and pay by 8 February 2013
Successfully marketing your faculty in a fragmented media market

mission is to achieve regional, national and international recognition as the UK's leading University for working with business and to be among the UK’s top institutions of higher education. Its South East Asia regional office falls within the University’s Centre of International Development and has been established in Malaysia since 2007. Today's presentation will explore their unique experience and success in the following areas:

- Student Mobility - Faculty and University marketing in the region
- Program mobility - Faculty marketing, quality and student experience

Richard Teng Regional Director, South East Asia Teesside University

12.00 - 12.15 Questions and Discussion
12.15 - 1.15 Networking Lunch
1.15 - 2.00 CASE STUDY

Leveraging social and digital media for student recruitment
In a worldwide search performed by Collegesurfing.com to identify the top social media innovators in higher education, La Trobe University was placed 15th out of the top 50 educational institutions. It was the only Australian University to make the list. La Trobe’s successful application of social media as a tool for marketing to staff and current and prospective students has been demonstrated by an increase in student enrolment and over one million educational podcast downloads since 2009. In this session, Mark will share his valuable and insightful social and digital media knowledge by discussing:

- Determining which social or digital media platform to use for who, what, where and when
- Coping with the demands of maintaining an online presence
- Effects on staff morale and professional development through social and digital media tools
- Metrics and measures for the success of social media marketing strategies

Mark Pearce Director, Media and Communications Unit, Marketing and Engagement Division
La Trobe University

Warrick Glynn Internal Communications Manager, Marketing and Engagement Division
La Trobe University

2.00 - 2.15 Questions and Discussion
2.15 - 3.00 EXPERT COMMENTARY

Smartphones, Big Data and MOOCs - The future of marketing your faculty
In an increasingly competitive Higher Education environment, it is prudent for marketers to consider how they may be able to differentiate their offerings and reach the right people with the right message. Dr John Lenarcic has a diverse background including research interests in the philosophy of information systems, human-computer interaction and social networking. Today, Dr Lenarcic will encourage delegates to consider a range of issues around the opportunities presented by emerging technological and social trends, including:

- The implication of ubiquitous mobile phone presence and the increasingly connected society of current and future students
- Can MOOCs (Massive Open Online Courses) be a useful marketing tool both domestically and internationally?
- Is there too much information? How do you ethically and effectively use the masses of market intelligence available?

Dr John Lenarcic Lecturer, School of Business IT and Logistics
RMIT University

3.00 - 3.15 Questions and Discussion
3.15 - 3.30 Afternoon Tea
3.30 - 4.30 FACILITATED DISCUSSION

A look to the future: Taking your marketing mobile
Mobile devices are increasingly becoming the hub for communicating with individuals. As their capability and saturation within the market continues to increase, mobile marketing provides the opportunity to communicate directly with more people in more places. As always, opportunities need to be considered in the context of potential risks. This session will provide an opportunity to consider:

- Should you divert limited resources towards mobile marketing?
- Is the best solution an app, a mobile website, both or neither?
- Using metrics to inform and improve future marketing strategies

Facilitated by:
Joanne Jacobs Chief Operating Officer
1000Heads
Adjunct Associate Professor, Creative Industries
Queensland University of Technology (QUT)

4.30 Concluding Remarks from the Chair and Conference Close

WHO WILL ATTEND
Professionals in Higher Education Faculty Marketing Management including:

- Marketing Director / Manager
- Faculty Marketing Manager / Executive / Coordinator
- Chief Marketing Officer
- Digital Marketing / Communication and Social Media
- Communications

- Dean / School / Faculty Head
- Branding
- Student Marketing and Recruitment
- International Engagement / Strategy

Phone: +61 2 9431 8755
Fax: +61 2 9431 8766
www.liquidlearning.com.au
Masterclass 11 April 2013

Developing and Evolving an Interactive Marketing Strategy

9.00 - 4.00

Digital and social media provide great tools to reach and engage with audiences in new and exciting ways. In order to be effective, strategies need to remain grounded in principles of the power of word of mouth and relationship based marketing – and how emerging technologies can facilitate this.

Calling upon her international experience across sectors, including Higher Education, Joanne will provide delegates with an interactive Masterclass in order to implement and / or improve digital marketing campaigns for their faculty that are relevant today, as well as flexible and agile enough to adapt to rapid changes in the operating environment.

Why does marketing need to be interactive?

• How the way we connect with people changes the way that we need to market
• Having authentic conversations with your audience – engaging with both positive and negative commentary
• How else can your marketing be relevant and credible to international and domestic students at both undergraduate and postgraduate level?

Assessing the opportunities of digital marketing channels

• What are the options available to your faculty for digital marketing?
• Assessing the strengths, costs, risks and opportunities associated with different digital marketing channels
• How to decide which mix of interactive media to utilise to achieve the greatest impact in your situation

Assessing the effectiveness of your campaign

• Available metrics and how to incorporate them into the design phase for future campaigns
• How these metrics can and should improve future campaigns
• The value of informal interaction and feedback for shaping strategies

Establishing future directions for interactive marketing

• New marketing channels on the horizon and how to position your faculty to utilise these
• The changes in consumer behaviour and how to change your marketing strategy in line with this
• Engaging key internal stakeholders to garner support for future strategic directions

Expert Facilitator: Joanne Jacobs   Chief Operating Officer
1000Heads
Adjunct Associate Professor
Queensland University of Technology (QUT)

Joanne Jacobs is the COO of 1000Heads, a word of mouth marketing firm focusing on facilitating conversations as a means of improving business. She has recently returned from London where she was a consultant in social networking technologies and was a professional speaker, business coach, trainer and strategist for digital marketing practices. Joanne has a long history in academia, lecturing extensively in strategic use of Information Technology and strategic Internet marketing. She was co-editor of the book, Uses of Blogs.

ABOUT THE EVENT

Higher Education institutions are facing increased competition both domestically and internationally. Prospective students have an ever increasing suite of options at their disposal and it is increasingly important for Universities to distinguish themselves from their competitors. In the global environment in which academic institutions now operate, it is essential to leverage communities and digital channels to reach a global audience in a cost effective and timely manner. Within this context, the crucial role of marketing at the level of faculties and schools is often overlooked and underestimated.

Liquid Learning is delighted to present the 2nd Annual National Higher Education Faculty Marketing Innovation Conference. This interactive, case study driven conference will provide delegates with a range of unique perspectives on how faculties, colleges and schools position themselves strongly to both leverage and contribute to their University’s branding and marketing strategies. These case studies will be supported by expert commentaries, adding to the understanding of delegates to ensure that their messages cut through the clutter and are effectively reaching their target audience in an increasingly crowded market.
### Booking Form

#### SUPER SAVER DISCOUNT
Receive $300 off registration if you register and pay by 8 February 2013

#### EARLY BIRD DISCOUNT
Receive $150 off registration if you register and pay by 8 March 2013

---

### Registration Information

<table>
<thead>
<tr>
<th>Organisation Name</th>
<th>Address</th>
<th>Suburb</th>
<th>State</th>
<th>Postcode</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Title</th>
<th>Full Name or TBA</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Full Name or TBA</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Phone</th>
<th>Fax</th>
<th>Phone</th>
<th>Fax</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Email</th>
<th>Conference</th>
<th>Masterclass</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Please photocopy this form if more than three will attend.

---

### Payment Details

**Please confirm my registration for The 2nd Annual National Higher Education Faculty Marketing Innovation Conference 2013**

<table>
<thead>
<tr>
<th>No.</th>
<th>Options (per person)</th>
<th>Standard Rate</th>
<th>Early Bird Rate*</th>
<th>Super Saver Rate**</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Conference = 1 Day Masterclass (3 days)</td>
<td>$2095 + GST = ($2304.50)</td>
<td>$1945 + GST = ($2139.50)</td>
<td>$1795 + GST = ($1974.50)</td>
</tr>
<tr>
<td></td>
<td>Conference Only (2 days)</td>
<td>$2035 + GST = ($2230.50)</td>
<td>$1895 + GST = ($2089.50)</td>
<td>$1745 + GST = ($1934.50)</td>
</tr>
<tr>
<td></td>
<td>1 Full Day Masterclass (1 day)</td>
<td>$1195 + GST = ($1314.50)</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

* Receive $150 off registration if you register and pay by 8 March 2013
** Receive $300 off registration if you register and pay by 8 February 2013

---

**Electronic Funds Transfer (EFT)**
Please transfer funds directly to:
- Westpac Account Name: Liquid Learning Group Pty Ltd
- BSB: 032 002
- Account No: 407 273
- SWIFT Code: WPAUSA2S

**Note:** Course materials, refreshments & lunches are included. Travel and accommodation are NOT included. Registration Options are per person only.

---

**Your Investment**

Please call us if you require any assistance on: +61 2 9431 8755

Fax this form to: +61 2 9431 8766

---

**Please quote ref FMI0413**

### Authorisation Manager’s Details:

**Authorization**

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
</table>

---

**Registration Policy**

If you are unable to attend this event, you may send a substitute delegate in your place at no additional cost. Please advise us of any substitutions as soon as possible. Alternatively, you may transfer your registration to another event run by Liquid Learning Group Pty Ltd. A 10% service fee may apply. Should you wish to cancel your registration, please notify us in writing as soon as possible and a credit note will be issued valid for use towards any future event held by Liquid Learning Group Pty Ltd in the twelve months following date of issuance. Cancellation notifications received less than 14 days from the event running will receive a credit note to the value of the registration fee less a service fee of $450 plus GST. Liquid Learning Group Pty Ltd does not provide refunds for cancellations. The prices above are based on one person per registration. It is not possible for multiple people to attend within any day of the event on a single registration. Split tickets, i.e. a different person attending each day of the event, can be arranged. A fee will apply. Please call us for details.

Liquid Learning Group Pty Ltd takes all care to produce high quality events that deliver as promised. All advertised details are correct at time of publishing. However, circumstances beyond our control may arise whereby performance of the event is no longer feasible, possible or legal.Liquid Learning Group Pty Ltd will not be responsible for any loss or damage arising from any changes to, or cancelling or rescheduling of an event. If an event is cancelled or rescheduled, Liquid Learning Group Pty Ltd will make every effort to contact every registered delegate; if an event is cancelled or you are unable to attend the rescheduled event you will be issued with a credit note valid for use towards any future Liquid Learning Group Pty Ltd event held in the twelve months following date of issuance.

**Privacy Statement**

Liquid Learning Group Pty Ltd is committed to your privacy. All information collected on this registration will be held in the strictest of confidence and in accordance with the Privacy Act 1988. Liquid Learning Group Pty Ltd will add your information to a secure database. This will be used primarily to contact you for ongoing research, product development and notice of future events and services offered by Liquid Learning Group Pty Ltd. Occasionally you may receive information from organizations associated with Liquid Learning Group Pty Ltd. If you do not wish to receive such information please tick this box.

---

**Disclaimer**

Liquid Learning Group Pty Ltd has taken due care in selecting qualified professionals as its authors and course facilitators. The information provided by course facilitators is not produced by Liquid Learning Group Pty Ltd and should not be regarded as advice. Liquid Learning Group Pty Ltd accepts no responsibility for reliance on such information and recommends that its clients seek further professional advice.