

SUMS' Marketing, Communications and Student Recruitment Community of Practice

15 October 2020, Online Event (via Microsoft Teams), 10:00 - 14:00

SUMS
Consulting

10:00	<p>Welcome and introduction <i>Joel Arber, Managing Consultant and Group Head of Business Development, SUMS</i></p>
10:15 - 11.15	<p>Laying the foundations for transformation across the prospective student experience <i>Nathalie Mortimer, Associate Consultant, SUMS</i></p> <p>Nathalie will recap on key highlights drawn out from the three webinars delivered from July – September, which sought to share ideas and progressive actions on student recruitment in the current operating climate.</p> <p>This will be immediately followed by a roundtable discussion with a panel of experts from across the sector, including:</p> <ul style="list-style-type: none">• Nathalie Mortimer, Associate Consultant (Chair), SUMS• Elliot Howells, Business Applications Industry Lead – Higher Education, Microsoft• Nick Skelton, Associate Consultant, SUMS• Felicity Gasparro, Associate Consultant, SUMS• Nicola Anderton, Director of Digital and Marketing, University of Nottingham• Anja Hazebroek, Director of Marketing, University of Hull• Andrew Proctor, PVC Digital, Staffordshire University• Danielle Fitzgerald, Director of the Future Students' Office, University of Leicester• Kieron Broadhead, Executive Director of Student Experience at the University of Southampton <p>Our panel all have experience of working with SUMS and / or Microsoft and are available to field your questions, submitted either in advance or on the day, relating to marketing and student recruitment, and ways in which they have worked to review and adapt their systems, processes and ways of working.</p>
11:15 - 11:30	Coffee and stretch break
11:30 - 12:00	<p>Leading through lockdown <i>Joel Arber, Managing Consultant and Group Head of Business Development, SUMS</i></p> <p>Facilitated by SUMS Consultants, this will be a roundtable discussion providing an opportunity for you to share, peer-to-peer, your experience of leading your teams through lockdown.</p>

12:00 - 12:15	Break
12:15 - 13:15	<p>Lunch and learn <i>Elliot Howells, Business Applications Industry Lead – Higher Education, Microsoft</i> <i>Katy Phanides, Manager, Solutions Consulting, Greenfield and Middle East, Adobe</i></p> <p>Sit back, enjoy lunch alongside your fellow colleagues, and see the technology for yourself. Using sector-relevant demonstrations, Adobe and Microsoft will showcase the art of the possible brought to life with prospective student use cases.</p>
13:15 - 13:45	<p>Looking Ahead to the future - higher education marketing in a post-pandemic world <i>Joel Arber, Managing Consultant and Group Head of Business Development, SUMS</i></p> <p>Facilitated by SUMS Consultants, this is an opportunity for you to discuss your thoughts for the future including what you consider to be the most challenging aspects for your function in the coming 12 months and to feedback what support you'd like to see from SUMS.</p>
13:45 - 14:00	<p>Close <i>Joel Arber, Managing Consultant and Group Head of Business Development, SUMS</i></p>