

Liquid Learning (Higher Education Series) Presents the

Faculty Marketing Innovation Workshop Hong Kong 2016

A cutting-edge training experience designed to provide practical strategies for effective adoption of new age branding and marketing strategy

Facilitated by one of Asia-Pac's leading Marketing Branding and Communication experts – this exciting workshop will provide a unique opportunity to network, share ideas and benchmark progress for leaders from institutions of higher education. Drawing on case studies, industry trends, and research, this highly interactive and practical event will provide you with fresh perspectives and insights for achieving your marketing objectives.

KEY WORKSHOP OUTCOMES:

- Rethinking education brand and positioning for a globalised market
- Developing and implementing an effective international branding strategy for your University
- Managing reputation for the global higher education market
- Exploring effective use of social media and digital marketing
- Generating and building awareness through effective strategic communication
- Experience sharing on driving marketing strategy with Internationalisation
- Building and managing relationships in establishing Internationalised University branding and marketing strategies
- Leveraging alumni and industry relationship for greater reach

EXPERT INTERNATIONAL FACILITATOR



Joshua Steimle
CEO
MWI & Forbes Contributor



26 & 27 April 2016

Hong Kong

Venue : To be advised

**EARLY BIRD & GROUP
DISCOUNTS AVAILABLE**

See booking form for details

**Please note participant numbers
will be strictly capped to ensure
a quality, interactive experience
for attendees**

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**HRDF/SBL CLAIMABLE for
MALAYSIAN ORGANISATIONS**



LIQUIDLEARNING

development opportunities for professionals

MASTERCLASS BACKGROUND

With the boom of higher education qualification needed internationally, greater student mobility and rollout of online education platforms has resulted in the rapid evolving of operation and increasingly competitive landscape. New generation students now have various interest and flexibility in making choices on what to study and where to study. This forced Universities to distinguish themselves from their competitors and most importantly, step forward in adopting new age branding and marketing strategy. It is essential to leverage social media and digital channels to get in touch with global audience in a cost effective and timely manner. And of course, adapting commercial reputation, recognition and reach out management.

This event is looking at delivery the cutting edge practices to successfully projecting university brand internationally and thriving in the current competitive and dynamic global education market. By understanding on developing and implementing effective marketing strategy that succeeds in the unique and evolving higher education environment are crucial nowadays. Joshua Steimle – a TEDx speaker, writer, entrepreneur, and journalists of Forbes and South China Morning Post is look forward helping universities in generating and building awareness through effective strategic communication; building relationship with key audiences and establishing international standard of reputation management as well as how to effectively using social media and digital marketing in education industry.

Building on the resounding success of previous events in Malaysia, Singapore and Australia; once again, this exciting forum look forward providing unique opportunity to network, share ideas and benchmark progress for leaders from around the region in higher education marketing branding, communication, industrial and alumni relations. Drawing on case studies and experience sharing discussion from a range of higher education institutions across the Asia-Pacific, this interactive and practical event will provide you with fresh perspectives and insights for effectively strengthening University's brand and driving successful marketing strategies for greater success in creating and achieving desired image. Register your seat today to be part of this exciting learning experience!

TRAINING DELIVERY AND PRE-COURSE QUESTIONNAIRE

This workshop will be delivered using a three-tiered approach. The structure of each session is as follows:

1. Technical overview of the topic area under discussion
2. Practical application of management principles in the review of case studies, worked examples and interactive exercises
3. Discussion of subject outcomes and implementation problems

Workshop participants will have the opportunity to include comments and questions about issues outlined in the program by way of a pre-course questionnaire. This feedback will enable the course facilitator to address individual questions and concerns.

INTRODUCING YOUR EXPERT INTERNATIONAL FACILITATOR



Joshua Steimle
CEO
MWI & Forbes Contributor

Josh Steimle is the CEO of MWI, a digital marketing agency founded in 1999 with offices in the United States and Hong Kong and the author of Chief Marketing Officers at Work: How Top Marketers Build Customer Loyalty (Apress, 2016). For his book Steimle interviewed over 25 CMOs from organizations like the Harvard Business School, Nestle, PayPal, and Spotify on topics ranging from leadership to social media marketing. Steimle has authored over 200 articles on digital marketing, technology and entrepreneurship for publications such as Forbes, Time, and Entrepreneur and has spoken at events such as TEDx, ClickZ, Ad:tech, and CommunicAsia.

At his agency Steimle is responsible for strategy and marketing, as well as contributing input on client campaigns. During his tenure at MWI Steimle has worked with hundreds of clients ranging from small startups to global enterprises, consulting with them on strategies and tactics related to search engine optimization, content marketing, and social media marketing.

Originally from Los Angeles, Steimle is currently based in MWI's Asia office in Hong Kong, where he also lives with his wife and two children. In addition to his native English he is fluent in Portuguese. Steimle holds a Masters of Information Systems Management from Brigham Young University.

CERTIFICATE OF COMPLETION

Each participant will receive a prestigious certificate of completion personally signed by the facilitator as a record of your achievement.



WORKSHOP SCHEDULE

- 8.30 - 9.00 Registration
- 9.00 - 10.45 Session
- 10.45 - 11.00 Morning Tea
- 11.00 - 12.45 Session
- 12.45 - 2.00 Lunch
- 2.00 - 3.45 Session
- 3.45 - 4.00 Afternoon Tea
- 4.00 - 5.15 Session
- 5.15 Close of Workshop

V+ **VALUE PLUS DISCOUNT**
Receive USD300 off registration if you book and pay by 22 January 2016



STAR **SUPER SAVER DISCOUNT**
Receive USD200 off registration if you book and pay by 19 February 2016

Cutting-edge tools for successfully projecting your brand overseas and thriving in an increasingly competitive and dynamic global market

Rethinking the education brand and positioning for a globalised market

- Current trends and challenges in positioning Universities in a competitive and internationalised higher education landscape
- The imperative role of branding and marketing to higher education institutions
- Factors to building a University's brand reputation and how to leverage them on a regional and international scale

Developing and implementing an effective international branding strategy for your University

- Building and communicating consistent messages of quality global education
- Engaging students and alumni as your University's brand ambassadors
- Challenges of getting academic and management buy-in for branding success
- Best practices in University branding – What works and what doesn't?
- Examples of innovative branding strategies and how to apply them for your University's branding campaign

Group Discussion: Building a blueprint for your University's international branding strategy

Reputation management for the global higher education market

- Understanding the impacts of reputation management on recruitment campaigns
- How to manage and maintain positive perceptions about your University
- Shaping and enhancing the reputation of your University
- Challenges of building a good and sustainable reputation in an internationalised higher education market

Case Study: Reputation risk and its impact on University brands

Effective use of social media and digital marketing

- Identifying your audience and utilising different approaches for social media engagement
- Social media marketing: Capitalising on opportunities while minimising risks of using social platforms
- The power of word-of-mouth and relationship-based marketing strategies, and how to facilitate effective communication
- Aligning resources and creating an effective social media plan for your University
- Developing a social media governance policy for your University

Developing and implementing marketing strategies that succeeds in the unique and evolving operating environment of higher education faculties

Generating and building awareness through effective strategic communication

- Identifying the challenges in promoting a new academic program and how to address them
- Creating buzz and generating interest using traditional and non-traditional marketing communication strategies
- Effective communication methods that will appeal to prospective students to influence decision making
- Discussion of learnings in launching a new program or college that can be utilized for future marketing efforts

Interactive group discussion on marketing a new college –Problem surrounding building and developing solid academic reputation

Experience sharing on driving marketing strategy with Internationalisation

- Outplay market trends - Activating internationalised curriculum in meeting current market and student demand
- Driving success in market outcomes by enabling international mobility and flexibility for students

Building relationships, managing key audience and establishing Internationalised University branding and marketing

- Tips in knowing the pulses of different key audience and approaching them differently
- Addressing the emerging challenges that ascended in today's online faculty marketing
- Using strategic communication in generating positive image and faculty branding
- Discussing the current innovative methods for maximising faculty marketing and reaching out to a wider audience

Interactive Group Discussion: In the new era, are we going to market University to the parents or to the students?

Relationship based marketing – Leveraging alumni and industry for a greater reach

- Creating sense of belongingness and networking well with University alumni groups
- Building strong bonds with current and past graduates to achieve wider outreach and marketing
- Contemporary approaches in utilising graduates ambassadors and alumnus for image and branding
- Tapping into the advantages of alumni-industry partnerships to deliver quality global education for students

WHO WILL ATTEND

Vice Chancellor, CEOs, Rectors, CMOs, Directors, Dean, Head, Manager and Higher Education Professionals with role spanning:

- Faculty Marketing & Branding
- Digital Marketing & Online Communication
- Public Relations & Communication
- Reputation Management
- Social Media Management
- Media Relations and Communication
- Student Outreach and Recruitment
- External Outreach and Engagement
- International Affairs and Engagement
- Industrial and Alumni Relations
- HK, Taiwan, Macao Affairs
- Institute Advancement
- Academic Affair



EARLY BIRD DISCOUNT
Receive USD100 off registration if you book and pay by 25 March 2016

PRE-COURSE QUESTIONNAIRE
Issued to participants prior to the course to ensure your needs are met