

MASTER CLASS

INTEGRATING SOCIAL MEDIA INTO YOUR MARKETING AND COMMUNICATION MIX



**A Master Class for Registrars,
Marketing Directors and Communication Team Members**

Led by Peter Wagstaff of Monash University
Holder of the Carrick Citation for innovative use of communication
technologies to effectively engage large cohorts of students



**THURSDAY 22nd NOVEMBER, 2012
NOVOTEL HOTEL
65 NORTHBOURNE AVENUE, CANBERRA**

Is your school Tweeting? On Facebook? Are you listening? Do you know what the tweets are saying? How effectively can social media help you communicate, build trust and strengthen your word-of-mouth?

**A IANUS CONSULTING
WORKSHOP FOR
REGISTRARS AND
DIRECTORS OF MARKETING
AND COMMUNICATION IN
SCHOOLS**

IANUS CONSULTING PTY LTD

**Enterprise
with a Social Conscience**

THE WORKSHOP

INTEGRATING SOCIAL MEDIA INTO YOUR MARKETING AND COMMUNICATIONS MIX

Following the two Social Media Workshops led by Peter Wagstaff in Melbourne in May, and feedback:

The feedback from the April 27 Melbourne Social Media Masterclass was full of praise, almost without exception, highlighting particularly the value and coverage of Peter Wagstaff's sessions. Pleasingly, too, one delegate was moved without prompting to write, "**Yet again I was most satisfied with a Janus Consulting workshop/masterclass.**" The delegates' report card read

On the matter of meeting their expectations

"Great...exceeded my expectations....delivered easy to follow, bite sized bits of information including very practical tools and strategies to use...action provoking."

"Very well...I feel well equipped to go back to school to start our conversation about Social Media...It was just what I needed at this stage of our Social Media journey."

"Very impressed.....I have come away looking forward to being part of the change strategy at the College."

On the matter of coverage of the advertised topics

"Exceptionally.....convincing and informative....completely!"

"Excellent....Brought home the hopelessness and futility of schools taking the 'ostrich' approach."

"Peter perfect...very knowledgeable and particularly insightful."

PETER WAGSTAFF

Peter Wagstaff lectures Marketing at Monash University's Faculty of Business and Economics. He is responsible for one of the Faculty's largest units, Marketing Theory and Practice. His approach to teaching has been to influence, motivate and inspire his students to learn. One of his key means of achieving this is to introduce social media into his teaching - including online chatrooms and discussion forums, SMS messaging, and podcasting. His programs frequently appear in the iTunes international "Top 100" educational podcasts. In 2007 he was awarded a Federal Government Carrick Citation for "innovative use of communication technologies to effectively engage large cohorts of students and to motivate them as independent learners."

SESSION 1: 9.00 am to 11.00 am with Peter Wagstaff

THE NOW AND FUTURE IMPACT OF SOCIAL MEDIA: WHAT NEW POSSIBILITIES DO TWITTER AND FACEBOOK BRING? A STRATEGY FOR OUR SCHOOL

What is Social media? What are the growth curves? How can our school get involved? Why should our school get involved? Are we involved whether we like it or not? What will the next five years bring. What other aspects of marketing will decline? What may we de-emphasise? Why do social media allow us access to the various segments of our catchment? What are they saying? How do we listen and respond?

A Social Media Strategy

**FULL DAY
INCLUDING
ALL WORKING
PAPERS AND
LUNCH**

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SESSION 2: 11.15 am to 12.30 am with Tony Conabere**THE POWER OF PEER AND PERSONAL RECOMMENDATION IN DECISION MAKING**

The reach and credibility of peer and personal recommendations. The power of word-of-mouth. Whose recommendations matter? Whom do they influence? What is the power behind the choice? Trusted Information. Why are social media the new word-of-mouth vehicles? What can we do about negative word-of-mouth? Why is our society sceptical about advertising, especially school advertising? How might this scepticism be courted, even turned to your school's advantage. Resourcing the integrated communications mix: advertising, public relations, publicity, personal recommendation, testimonials and social media.

SESSION 3: 1.30 pm to 3.00 pm with Peter Wagstaff**WHO ARE THE SOCIAL MEDIA CONSUMERS: A TECHNOGRAPHIC PROFILE TO GIVE THE POWER TO GET STARTED.**

Creators, Critics, Collectors, Joiners, Spectators, Inactives across the generations: the Older Boomers, the Younger Boomers, Gen X and Gen Y. The associated demographics. How can this information help target a campaign. Connectivity and Social capital. Getting Started: what are the first small steps? Costs and benefits of a Social media Strategy

SESSION 4: 3.15pm to 4.30pm with Geraldine Wilson and Tony Conabere**SUCCESSFUL IMPLEMENTATION: KOTTER'S EIGHT CHANGE MANAGEMENT STEPS ANALYSED TO DEVELOP AN IMPLEMENTATION PLAN AT YOUR SCHOOL**

Successful Change Management requires

- A strong understanding of **THE URGENCY** for a particular change
- A **GUIDING COALITION** appointed or created to lead the change process and to **DEVELOP A COMPELLING VISION** of what the state of play will be after the change has been successfully implemented
- A change agent to **COMMUNICATE** the compelling vision and to **EMPOWER OTHERS** to act on the Vision
- **SHORT-TERM WINS** generated and celebrated, so that
- **GAINS OR IMPROVEMENTS** are **CONSOLIDATED**, leading to
- **CULTURAL CHANGE.**

This session will develop a notional implementation plan that can then be customised for implementation at your school. The ultimate success of the strategy will depend on getting everyone's support from the Preparatory Class to the Principal.

The Master Class will have no more than twenty-four members. It offers each the opportunity to work closely with our two presenters and with other delegates on problems, challenges and future possibilities. We will reach conclusions for action, implementation or discussion with management. The Master Class will contain a breadth of experience and a rare collegiality to complement what each presenter will propose. A workbook is created and provided specifically to support the presentations. With such a diversity of expertise on the ground and in management and creative thought, each participant can extract what will matter to improve their practice. The Master class is not a conference, especially a large conference, where the opportunity to participate, discuss and enquire is limited and where listening intently seems to be the only opportunity offered. The Master class offers the opportunity to learn, to develop a "take-back" package to improve practice, and to enjoy the company of the like-minded, establishing links that will continue once the class has finished.

**NETWORK
AND LEARN
WITH YOUR
PEERS**



Peter Wagstaff

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Tony Conabere, BA (Melb.), B.Ed. (Mon), M.Admin. (Mon), F.A.C.E.L., now Director of Ianus Consulting Pty Ltd and former Director of Toorak College, has had a long and outstanding career in education. He is a Head of 30 years standing in independent schools and is consulting in change and risk management, innovation, and people management. Tony is committed to the importance of education, professional and career development. His exceptional leadership was recognized with the award of an Honorary Fellowship of the Australian Council of Educational Leaders in 2003.



Geraldine Wilson, FAIOP, AIMM, Director of Ianus Consulting Pty Ltd managed support Staff for one of the "Big 4", managing recruitment, induction and performance, prior to commencing Ianus Consulting. She is a Past President of the Victorian Division of the Australian Institute of Office Professionals and a Fellow of the Institute. She has been a member of advisory boards at RMIT University and Swinburne University during the development phases of post graduate certificates specifically designed for Office Professionals. Geraldine contracts to many leading independent schools. She is the author of two professional books and over the last decade has significantly contributed to the office professional's role development.

Ianus (pronounced Janus) was an ancient Latin deity, depicted with two faces looking in opposite directions, who presided over the beginnings of all enterprise

Ianus Consulting Pty Ltd

P.O. Box 335 Mount Martha Victoria 3934

03 5974 2211

0414 295 048

info@ianusconsulting.com.au

tonyconabere@ianusconsulting.com.au

geraldinewilson@ianusconsulting.com.au

www.ianusconsulting.com.au

ABN: 521 151 218 067



Ianus Consulting has been conducting National Conferences and Master Classes for Independent Schools since 2000 and has a reputation for providing specific, innovative and cutting edge professional development, promoting best practice.