

JANUS CONSULTING DEVELOPING PERFORMANCE PEOPLE

THE 2014 NATIONAL CONFERENCE

REGISTRARS AND HEADS OF ENROLMENT IN
INDEPENDENT SCHOOLS



Making Connections with Media that Matter



THURSDAY 29 MAY | FRIDAY 30 MAY 2014

THE HOTEL WINDSOR
SPRING STREET, MELBOURNE



THE PROGRAM: DAY ONE Thursday, May 29, 2014

8.30 AM	COFFEE & REGISTRATION
8.50 AM	WELCOME: Geraldine Wilson
9.00 AM	KEYNOTE ADDRESS eMedia, eWom and Enrolment – MEDIA MATTERS, YESTERDAY, TODAY & TOMORROW Using mobile, accessible on-line media: putting the school's story on-line and keeping it up-to-date; renovating the web-site; easy-access QR codes, video, managing and monitoring your eWOM, even on-line enrolment applications. Social Media: the role of the blog, Facebook and Twitter. Budget implications: what proportion for traditional corporate literature and for electronic media. Why? Presenter: Rob Gell, Director, bHive media
9.50 AM	THE STUDIO ON EMedia, eWOM and ENROLMENT
10.15 AM	Q&A, SUMMATION AND TAKE-BACK
10.30 AM	MORNING TEA
11.00 AM	UTILISING THE EMedia YOUR COMMUNITY NOW USE Opening these lines of communication, generating feed-back, working within the constraints of WhatsApp, Twitter and Instagram, listening on-line and managing criticism. A role for your Harriet Hashtag? What could/should she do? What information should she be generating? To whom should this information be reported? Presenter: Geraldine Wilson, Director, Janus Consulting.
11.30 AM	THE STUDIO ON UTILISING EMedia
12.00 PM	Q&A, SUMMATION AND TAKE-BACK
12.15 PM	SPONSOR'S PRESENTATION: BRIDGE CONSUTLING
12.30 PM	LUNCH
1.00 PM	YOUR DATA MANAGEMENT SYSTEM: TEN THINGS IT SHOULD BE DOING The management system is now central to the school's operation. The registrar however, has particular needs. What are those needs? Are they being met? What are the latest best practice developments? Presenter: Anelie Somodo, Training Manager, Synergetic Data Management
2.00 PM	CAPTURING ATTENTION ACROSS THE GENERATIONS What grabs the attention of the young, the parents and the grandparents? How can you communicate to three so different generations at the one time? Discovering who is likely to be making the decision to commit and how your presentation should be tailored to fir that reality. Presenter: Andrea McCall of Andrea McCall and Associates
2.40 AM	THE STUDIO ON CAPTURING ATTENTION
2.55 PM	Q&A, SUMMATION AND TAKE-BACK
3.15 PM	AFTERNOON TEA
3.45 PM	THE RELATIONSHIP BETWEEN THE REGISTRAR AND MARKETING- HOW TO MAKE IT A PRODUCTIVE AND SUCCESSFUL COLLABORATION The registrar's relationship with marketing can either be productive or contentious, especially where so many potential demarcation lines exist. What are the central issues? How can the relationship be best structured to maximise benefit to the school? Presenter: Carey Frost of The King's School, New Zealand
4.45 PM	DRINKS

THE WORKROOMS

9.00 AM	ENGAGING THE PROSPECTIVE FAMILY SYMPATHETICALLY AND STRATEGICALLY. Creating a collaborative discussion. Establishing the family's key wants, needs and priorities. Competitive attraction analysis. The Value Realisation Model and the "all about the child" strategy. Workroom Leader: Liz Davies, Managing Director, Alcuin International.
10.15 AM	THE FIRST VISIT: WHAT SHOULD IT BE, ESPECIALLY WHEN THERE IS SOMETHING SPECIAL? A tour? An open day? A consultation? A virtual tour? A meeting with students? A day in class? A potpourri of testimonials? To whom should it be directed? What information to be taken away? What is the follow up script? "Best Practice" presentation of your Learning Organization. Workroom Leader: Martin Gooding, Head of Enrolments, Knox Grammar School, Sydney.
11.15 AM	MORNING COFFEE
11.45 AM	REGISTRAR REINVENTION: THE THOROUGHLY MODERN PRACTITIONER Who knows what the title "registrar" means or what critical responsibilities the role involves? A new title and enhanced professionalism? Who is "on the team"? Overlaying new roles and expectations? Modernising the role and managing the workload while staying professionally fit. Presenter: Tony Conabere, Director, Janus Consulting
12.30 PM	Q&A, SUMMATION AND TAKE-BACK ON REGISTRAR REINVENTION
1.00 PM	LUNCH
2.00 PM	THE PANEL OF YOUTH: CONNECTIONS THAT MATTER TO STUDENTS How do students at school use Social Media. What is in? What is on the way out? What ideas make up our grapevine? What turn-ones? What turn-offs? What is cool about my school? What might I put on my Facebook? What would I certainly tweet about? What would I want to hear about your school before I thought about coming? Presenters: Three upper primary students from three different Melbourne schools
2.45 PM	THE TAKE BACK MY BEST INNOVATION FOR 2013: MY TAKE-BACK FOR 2014 The delegates will share in an open forum the details of a practice innovation that has worked very well for them in 2013 as well as the best idea they heard from this conference.
4.00 PM	FAREWELL

CONFERENCE FEES

The complete conference fee **for the two days and including the cost of a buffet lunch and morning tea on both days** will be

'Early Bird' Conference Fee (not including GST)	\$990
Full Conference Fee (not including GST)	\$1145

The 'Early Bird' concession will apply to all two day enrolments received by 4pm, Wednesday, February 26, 2014. It will also apply to all second and subsequent enrolments received from the one school at any time before enrolments close. The final date for registration will be Friday, May 22, 2014

A cancellation policy applies. Cancellations before February 26, 2014 will receive a full refund less 20%: cancellations before March 22, 2014 will receive a 50 % refund but any cancellation after March 22, 2014 will not warrant a refund. A substitute is always welcome if a delegate finds that unforeseen circumstances have arisen which prevent attendance.



Liz Davies

Liz is Managing Director of Alcuin International, a consulting and training organization working across Asia Pacific in both public and private sectors to improve business results by adopting a more strategic, client-centred approach to their business development activities, helping them navigate and thrive in environments becoming more competitive. Liz previously held senior positions at IBM, DMR and the Australian Chamber Orchestra.

Rob Gell

Rob, a coastal geomorphologist by training, presented the weather inimitably on television for three decades. Now, as Director of the bhive Group, he works at the cutting edge of communication, employing technologies to utilize the smartphone and other tablet technologies to enable people to be better informed, engaged and to stay connected. He is working with schools, is an Adjunct Professor, a Fellow of the Royal Geographical Society, a published author and photographer.



Carey Frost

Carey has extensive marketing, communications and community relations, press relations and management experience, having worked in many cities including London, New York and Auckland over twenty years. She is the Director of Marketing and Communications at the King's School, NZ. In recent years at the King's School, she has used the internet, social media and broader marketing initiatives to reposition the School's brand and image.

Martin Gooding

Martin is Head of Enrolments at Knox Grammar School, Sydney. Previously Head of English, Director of Marketing and Dean of Staff, he has an extensive grasp of syllabus development, HR and compliance, cultural change, community relations and media in an educational context. A member of the senior executive since 1997, he has contributed to the development of a true learning culture at Knox, underpinned by positive education, embracing students and staff, upon which an engaging enrolment platform has been fashioned.



Andrea McCall

Andrea has qualifications in History, Politics and Human Resources, has lectured at Monash, Swinburne and Victoria Universities, is a trainer, mentor and mediator and was for seven years the Member for Frankston and a Parliamentary Cabinet Secretary. She now runs her own HR training and consulting business. She lives on the Mornington Peninsula with her cat Albert.

Anelie Somodo

Anelie is the Training Manager at Synergetic Management Systems. At Synergetic since 2002, she has extensive experience in database implementation, management and support, working closely with admissions and community relations at schools and other educational organisations. A qualified teacher, she leads a team of trainers dedicated to providing positive learning experiences.



Tony Conabere

Graduated Arts and Education at Melbourne University: post graduate degrees in Education and Business Administration at Monash. Taught at Northcote and Melbourne High Schools; Head of Wesley College, Melbourne, '78 to '95'; Principal, The Knox School, '95 to '04. Honorary Fellowship of the Australian Council of Educational Leaders, 2003. Director of Janus Consulting since 2005. A member of the Telstra Education Round Table.



Geraldine Wilson

Geraldine Wilson is a Director of Janus Consulting, a Fellow of the Australian Institute of Office Professionals and Past President of AIOP, and was previously an HR professional with one of the "Big 4", managing recruitment, induction and workplace performance. She has worked very closely with and in independent schools, knows at first hand the pressures and rewards of the office, and understands the implications and dimensions for the Office Professional.

REGISTRATION

Send each completed registration form

By email info@janusconsulting.com.au **By fax** 61 3 8672 0706 **By mail** PO Box 891, Port Melbourne VIC 3207 Australia

Phone enquiries 0414 295 048 (outside Australia 61 414 295 048)

Name	Surname	
School		
Postal		
Address		
Telephone	Email	

"Early Bird" Fee (\$990 plus \$99 GST) \$1089.00

Full Conference Fee (\$1145 plus \$ 114.50 GST) \$1259.50

PAYMENT METHODS ABN 52 151 218 067

EFT payment to Janus Consulting Pty Ltd at Westpac BSB 033 243 ACC No. 45 4171

Credit card Please charge my Visa Mastercard in the amount of \$

Card No.	Expiry	CCV
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The Conference will be held in Melbourne at the Hotel Windsor, Spring Street, Melbourne over the two days, Thursday, May 29 and Friday, May 30, 2014.