

THE MAY MASTERCLASS

“How Marketing in Independent Schools Actually Works”

Thursday 3 May 2018, 10.30am – 3.30pm

The King’s Fund, Oxford Circus, London

This one-day workshop will be facilitated by Mungo Dunnett.

Mungo is Director of Mungo Dunnett Associates, a management consultancy with extensive interests in both the business and education sectors. He was educated in Scotland and has an MBA from the Kellogg Business School in Chicago, the world’s leading marketing strategy school. He has carried out dozens of reviews of marketing functions across multiple business sectors.

The session will comprise a combination of:

- Presentation
- Discussion
- Case studies

Synopsis

There is a central misconception in the way marketing is envisaged and implemented by independent schools. Parents respond to marketing in a very particular way which is different to the marketing of any other product or service we have encountered. The way in which parents are drawn into an independent school, and thereafter move themselves into a decision-making ‘funnel’ ending with the decision to accept a place for their child, is very particular – and is contrary, and in many regards strongly resistant, to the typical methods utilised by school marketing personnel.

This session will draw on an understanding of how the independent sector has fragmented into different parent types, and how these parents approach the process of selecting a school. It will consider what activities are being used by schools, those that are working and those (many) that are not, and explain why.

This masterclass has sold out on 7 previous occasions, and May is the only occasion on which it will be run in this calendar year.

The workshop will consider the following issues:

- *How parents actually buy private education:* how the market has changed; the impact of affordability and Brexit on buying behaviour; the fragmentation of the cohesive parent body; the main parent types; and how they approach the process of selecting a school
- *The consideration set:* identifying your school’s real battleground, and gathering the information to allow for a focused marketing strategy
- *Wasting money:* the activities that schools and their marketing suppliers utilise, and why many activities that work in other sectors will not work in schools
- *Social media:* how it actually works, and which elements schools should be using (and not)
- *Advertising and its connotations:* a critique of weak visuals, positioning statements, and their impact on parental perceptions of the school
- *The role of the child:* the extent to which pupils influence the buying decision, and how to adjust marketing accordingly
- *The involvement of staff:* how to engage the Common Room (and not), and the role of staff in marketing
- *Understanding the London buyer:* the challenge of marketing to marketing-savvy parents



About these sessions

Mungo Dunnett Associates are the leading strategic and research company working in the UK independent schools sector. Since entering the market formally in 2011 we have carried out detailed strategic research projects for 166 schools of all types, worked to steer or facilitate strategic debate for 35 sets of school governors, delivered 75 Inset talks, and, most importantly, carried out 23,000 in-depth qualitative interviews with parents, providing an unchallenged perspective on the strategic and commercial issues facing our independent schools.

We also work extensively as management consultants in international banking and other corporate sectors, and have for some years run Masterclass sessions for senior executives in the banking sector. We have adopted the same format for the Independent Schools sector, which allows us to bring our consulting experience to bear, as relevant, on the issues being faced by Britain's independent schools.

Since these Masterclasses began in 2011-12 they have been attended by over 250 schools.

The Masterclasses are deliberately limited to a maximum of 24 participants to allow a depth of round-table discussion.

This session is open to all roles, and is relevant to day and boarding, Prep and Senior schools. Attendees at the previous running of this session have included Heads, Bursars, Marketing & Admissions staff and Governors with responsibility for marketing.

Booking Details

Delegate places are charged at £450 (inc. VAT). Please do note that these sessions **always sell out within a week**.

Bookings and enquiries should be directed to:

Mungo Dunnett Associates
11 Polstead Road
Oxford OX2 6TW
01865 311966
info@md-as.com
www.md-as.com

Location

The workshop will take place in Central London at The King's Fund, a conference centre in a listed building in Cavendish Square, less than 5 minutes' walk from Oxford Circus.

The full address is:

The King's Fund
11-13 Cavendish Square
London W1G 0AN
0207 307 2400

