

The 3rd Annual International Higher Education

# Faculty Marketing Innovation Forum 2015

Developing and implementing break-through marketing strategies that succeed in the unique and evolving operating environment of higher education faculties and schools

Liquid Learning is delighted to present the 3rd Annual International Higher Education Faculty Marketing Innovation Forum 2015 – the premier information, professional development and networking platform for professionals to share knowledge and be prepared for sets of unique challenges for marketing faculties and schools in an evolving and increasingly competitive Higher Education sector.

## FEATURED SPEAKERS



**Stuart Pallister** Director, Corporate Communications,  
NUS Business School  
**National University of Singapore (NUS)**



**Dr Wade Halvorson** Professor of Digital Marketing  
**S P Jain School of Global Management, Dubai, Singapore & Sydney**



**Professor J S Perry Hobson, PhD** Pro Vice-Chancellor, Global Engagement  
**Taylor's University, Malaysia**



**Mohamed Noor Rosli B Baharom** Deputy Vice Chancellor, Student Affairs & Alumni  
**Universiti Teknologi PETRONAS, Malaysia**



**Jose Mari S Magpayo** Executive Director, Office for Strategic Communication  
**De La Salle University Manila, Philippines**



**Amy Silberhorn** Head, Marketing and Communications,  
The University of Sydney Business School  
**The University of Sydney, Australia**



**Nutthaboon Pornrattanacharoen** Assistant Dean for Marketing and Public Communications  
**Mahidol University International College, Thailand**



**Richard Teng** Regional Director, South East Asia, Centre for International Development  
**Teesside University**



**Maneesh Sah** Marketing Director  
**Towers Watson**



**Angela Koch** Chief Ideas Facilitator  
**Invitro Innovation**



**Veronica Lind** Principal  
**Vermilion Marketing, Australia**



**Koh Joh Ju** Managing Consultant  
**Pinstripes Communications, Singapore**



10 & 11 February 2015  
Hotel Fort Canning, Singapore

**Two Separately Bookable,  
Half-Day Workshops**  
12 February 2015

## EXPLORE

-  Innovative marketing strategies for an internationalised higher education sector
-  Leveraging digital platforms and social media for student-centred marketing
-  Engaging in value-adding international collaboration and partnerships
-  Building a strong and sustainable University reputation and faculty brand

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## Day One 10 February 2015

8.30 – 9.00 **Registration and Morning Coffee**9.00 – 9.15 **Official Welcome and Opening Remarks from the Chair**9.15 – 10.00 **OPENING KEYNOTE****Engagement from the heart: Communicating your University and faculty brand with a human touch**

- Strategies to differentiate your University and faculty brand
- Effective approaches to invite and encourage stakeholder participation
- Brand activation – Engaging in long-term relationships with your University stakeholders

**Angela Koch** Chief Ideas Facilitator  
**Invitro Innovation**

Angela was a Global Planner with the most creatively awarded agency in South Africa, TBWA Hunt Lascaris, before joining M&C Saatchi in Singapore. Whilst at M&C Saatchi she set up the brand consultancy The Distillery and led several brand and product innovation projects including the Celcom and TM Touch brand merger, Zuji.com, Asia Pacific Breweries and Coca-Cola. She also spent over 2 years in Hong Kong as Lead Strategist with Leo Burnett. Angela is driven to awaken the creative and innovation potential of people in companies across Asia.

10.00 – 10.15 **Questions and Discussion**10.15 – 10.30 **Morning Tea**10.30 – 11.15 **CASE STUDY****The internationalisation of higher education – Challenges, opportunities and the way forward**

- The impact of internationalisation and future directions for University and faculty marketing
- Delivering a tangible international education experience
- Linking holistic learning experience with innovative curriculum and academia

**Professor J S Perry Hobson, PhD**

Pro Vice-Chancellor, Global Engagement  
**Taylor's University, Malaysia**

Dr J S Perry Hobson has an extensive academic background in hospitality and tourism. He is a frequent speaker at international conferences and over the last few years has been invited as a Keynote speaker or panellist at conferences in India, Taiwan, Thailand, Australia, Macau (SAR-China), Malaysia and the Philippines amongst others. In 2014, he was installed as a Fellow of the Council of Australasian Universities for Tourism & Hospitality Education (CAUTHE) in recognition of his substantial contribution to education and research.

11.15 – 11.30 **Questions and Discussion**11.30 – 12.15 **CASE STUDY****Positioning and building your education brand as a world-class institution**

- Promoting well-rounded curriculum and top quality global education

- Leveraging content development for faculty marketing success
- Strategies for effective global outreach

**Stuart Pallister**

Director, Corporate Communications,  
NUS Business School

**National University of Singapore (NUS)**

After working as a journalist in Asia and Europe for more than 20 years, mainly at CNBC, Stuart moved into the fields of communications and digital media with INSEAD business school in 2006. Now at NUS Business School, Stuart has overseen the development of the Think Business portal (<http://thinkbusiness.nus.edu>) and the school's social media initiatives. Previously at INSEAD, he was responsible for revamping the award-winning web portal INSEAD Knowledge (<http://knowledge.insead.edu>). Stuart holds a Master's in Public Relations from the University of Stirling in the UK.

12.15 – 12.30 **Questions and Discussion**12.30 – 1.45 **Networking Lunch**1.45 – 2.30 **CASE STUDY****Innovative use of digital marketing and social media for University and faculty marketing**

- Moving away from traditional marketing approaches and adopting new media channels
- Having a unified communication strategy on multiple social media channels for different target audiences
- Practical examples of using social media and digital platforms for marketing success

**Dr Wade Halvorson** Professor of Digital Marketing  
**S P Jain School of Global Management, Dubai, Singapore & Sydney**

Dr Wade's research interests are in Digital Marketing and Marketing Communications. He teaches marketing courses on the Global MBA program in Singapore, Dubai and Sydney. He is the author of "Virtual Worlds - Marketing Applications and Implications", in which he analyses the impact of virtual worlds on marketing and the way we live and learn. His research has been published in many international journals. He has also consulted to private and public sector organisations and is an active researcher in the areas of digital marketing, new media, social networking and digital teaching & learning.

2.30 – 2.45 **Questions and Discussion**2.45 – 3.30 **CASE STUDY****Utilising current student and alumni relations for online reputation management**

- Leveraging students' social interaction online to build a wider University network for outreach
- Building a positive brand image for the University and faculty through student ambassadors
- Practical strategies to build strong relationships with current students and alumnus

**Richard Teng** Regional Director, South East Asia,  
Centre for International Development  
**Teesside University**

PLUS WORKSHOPS!

TWO Separately Bookable, Half-Day  
Workshops on 12 February 2015

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Richard provides the strategic direction for the University's international work in the region and ensures that the University's strategic objectives are met. A great part of his work is to fulfil the marketing and recruitment ambition of the University, of which an important aspect of this role is to constantly seek new and innovative ways to positively enhance the University's branding in the region and ensure an effective conceptualisation and implementation of a "fit for purpose" strategy. Richard also identifies and sets up transnational educational partnerships in the region for Teesside University and ensuring that these partnerships follows the guidelines and adopts best practices of the relevant quality and regulatory frameworks.

3.30 – 3.45 **Questions and Discussion**

3.45 – 4.00 **Afternoon Tea**

4.00 – 4.45 **INTERACTIVE PANEL DISCUSSION**

**Unlocking innovative faculty marketing strategies for heightened success**

- Challenges in distinguishing your University brand and staying relevant to the market
- Discussing effective branding and marketing strategies for undergraduate and postgraduate programs
- Faculty marketing innovation for national, regional and international expansions

**Professor J S Perry Hobson** Pro Vice-Chancellor, Global Engagement  
**Taylor's University, Malaysia**

**Amy Silberhorn** Head, Marketing and Communications, The University of Sydney Business School  
**The University of Sydney, Australia**

**Maneesh Sah** Marketing Director  
**Towers Watson**

4.45 – 5.00 **Question and Discussion**

5.00 **Concluding Remarks from the Chair**

5.00 – 6.00 **Networking Reception**

**CERTIFICATE OF COMPLETION**

Each participant will receive a prestigious certificate of completion.



8.30 - 8.55 **Morning Coffee**

8.55 - 9.00 **Opening Remarks from the Chair**

9.00 - 9.45 **CASE STUDY**

**Building brand awareness with a strategic media partnership – The University of Sydney Business School experience**

- Translating research findings into marketing initiatives and implementation – The launch of the MBA program
- Identifying how a media partnership will build brand awareness and drive engagement
- Understanding your audience group and their specific education needs

**Amy Silberhorn** Head, Marketing and Communications, The University of Sydney Business School

**The University of Sydney, Australia**

Amy has over 12 years of experience in the higher education sector. Joining the University of Sydney in 2005, Amy has worked in both faculty and university-wide roles within marketing and communications, student recruitment, international relations and events. In her current role, Amy provides strategic direction to drive both the recruitment and reputational marketing of the University of Sydney Business School.

9.45 - 10.00 **Questions and Discussion**

10.00 - 10.45 **CASE STUDY**

**Managing collaboration and partnerships to advance global education excellence**

- Promoting global education experience through local and international partnerships
- Strategies to engage and collaborate with a wide range of reputable overseas universities
- Tapping into the advantages of partnerships to deliver quality global education

**Mohamed Noor Rosli B Baharom** Deputy Vice Chancellor, Student Affairs & Alumni

**Universiti Teknologi PETRONAS, Malaysia**

Mohamed Noor Rosli B Baharom is an accomplished educationist with over 34 years of experience in the education field. He held several senior leadership positions with Universiti Teknologi PETRONAS prior to his commencement as the Deputy Vice Chancellor, Student Affairs and Alumni. His research interest includes, but not least in engineering education, cooperative education, green technology, student development and graduate employability.

10.45 - 11.00 **Questions and Discussion**

11.00 - 11.15 **Morning Tea**

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# Successful faculty marketing in a competitive higher education sector

## 11.15 - 12.00 **INTERACTIVE ROUNDTABLE DISCUSSION**

### **Future directions of international marketing for faculties and schools**

- University ranking systems and how this is shaping university and faculty marketing in the future
- Tips for creating synergy between central University marketing and individual faculty marketing
- Discussing trends of high student mobility and how to enhance student recruitment and retention

## 12.00 - 12.15 **Questions and Discussion**

## 12.15 - 1.15 **Networking Lunch**

## 1.15 - 2.00 **CASE STUDY**

### **Linking marketing strategies with the faculty's strategic objectives**

- Aligning your faculty's unique education offerings with marketing strategies
- Communicating your faculty brand identity throughout the marketing campaigns
- Implementing strategic plans to increase student enrolment
- Creative faculty marketing and branding initiatives to enhance reputation

**Jose Mari S Magpayo** Executive Director, Office for Strategic Communication

#### **De La Salle University Manila, Philippines**

In addition to his senior University position, Mr Magpayo is also the Managing Director and Executive Creative Director of Creasia, Inc., a leading provider of corporate media solutions to over 100 corporations in the Philippines and in the Asia-Pacific region. As a Fulbright-Hays Scholar, he earned his Master of Arts in Radio-Television-Film from the University of Texas at Austin. In 2006, he was named as one of CEO Excel Awardees by the International Association of Business Communicators (IABC) Philippines.

## 2.00 - 2.15 **Questions and Discussion**

## 2.15 - 3.00 **CASE STUDY**

### **Integrating strategic communications and innovative University marketing strategies**

- Utilising multiple communication platforms to build a consistent University image and profile
- Practical and innovative marketing tools for various communication strategies
- Aligning marketing and branding strategies to create value

**Nutthaboon Pornrattanacharoen** Assistant Dean for Marketing and Public Communications

#### **Mahidol University International College, Thailand**

Nutthaboon has work in MUIC for more than 12 years. In his position, he works together with the Dean and the Executive Team to ensure that all marketing and communication functions are aligned with the College's vision, mission and strategic plans. He also develops and implements strategic marketing plans to drive student enrolment for Undergraduate and Graduate programs, as well as preparing marketing materials and innovative activities to effectively promote academic programs and the College's brand.

## 3.00 - 3.15 **Questions and Discussion**

## 3.15 - 3.30 **Afternoon Tea**

## 3.30 - 4.15 **CASE STUDY**

### **Effective marketing strategies and techniques for postgraduate programs**

- Understanding differing expectations and needs – What attracts postgraduate students?
- Identifying and using effective marketing channels to reach postgraduate students
- Using the delivery of a holistic and practical education experience as the key marketing strategy

**Richard Teng** Regional Director, South East Asia, Centre for International Development

#### **Teesside University**

Richard provides the strategic direction for the University's international work in the region and ensures that the University's strategic objectives are met. A great part of his work is to fulfil the marketing and recruitment ambition of the University, of which an important aspect of this role is to constantly seek new and innovative ways to positively enhance the University's branding in the region and ensure an effective conceptualisation and implementation of a "fit for purpose" strategy. Richard also identifies and sets up transnational educational partnerships in the region for Teesside University and ensuring that these partnerships follows the guidelines and adopts best practices of the relevant quality and regulatory frameworks.

## 4.15 - 4.30 **Questions and Discussion**

## 4.30 **End of Forum and Concluding Remarks from the Chair**

## WHO WILL ATTEND

Professionals in Higher Education marketing and communications management including:

- Vice Chancellor/Chief Executive Officer
- Deputy Vice Chancellor
- Chief Marketing Officer
- Marketing and Communications Director / Head / Manager
- Faculty Marketing Manager / Coordinator
- Branding
- Communications / Public Relations / Reputation
- Digital Marketing / Social Media
- Dean / School / Faculty Head
- Student Outreach and Recruitment
- External Outreach and Engagement
- International Development / Affairs and Engagement
- Alumni Relations

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# Workshops 12 February 2015

## 9.00 - 12.30 **WORKSHOP A**

### **Creating integrated marketing messages and strategies to effectively engage with students**

In today's highly connected world, Universities and institutes of higher learning are delivering various messages through multiple channels, platforms and tools to reach their target audience. While Universities have made significant headway in this, they need to refine outreach messages and strategies to foster strong connections with their target audience. In this workshop, Veronica and Joh Ju will discuss key strategies and insights to align your messages and marketing strategies while avoiding disjointed efforts. Explore:

- The changing role of marketing in the higher education sector – Moving forward to implement relationship-based marketing
- Creating strong messages that communicate your University offerings and distinct education propositions
- Leveraging these messages to develop stories that resonate with the students and making the emotional connections in each lifecycle of student engagement
- Orchestrating the student's journey – Developing marketing strategies that allow you to personalise your engagement touch points with each target audience

## 12.30 - 1.30 **NETWORKING LUNCH**

## 1.30 - 5.00 **WORKSHOP B**

### **Utilising social media and digital tools for effective University marketing and communication**

Digital platforms and social media are powerful tools for Higher Education institutions to reach and engage with audiences in improved and dynamic ways. To achieve greater effectiveness in student engagement, Universities need to harness various social media channels to maximise value and market reach. This workshop will provide practical ways for executing integrated marketing messages to ensure success, focusing on:

- Effective use of leading tools and technology for University marketing and branding
- Social media strategies – Examine and determine which social media channels are suitable for your University
- Leveraging mobile marketing applications to grasp your target audience's attention
- Discussing approaches to measure marketing effectiveness and value

#### **Expert Facilitators:**

**Veronica Lind** Principal

**Vermilion Marketing, Australia**

Veronica is a business development and marketing consultant with a solid track record in creating multiplier effects in international business growth and expansion. A former global marketer with the world's largest technology firm, IBM, she has helped Big Blue drive new service business in emerging markets. Now an independent consultant, Veronica leverages today's hottest technologies such as cloud, analytics, mobility and social collaboration to help organisations in Asia and the Pacific region generate innovative ideas, research the market and develop go-to-market strategies.

**Koh Joh Ju** Managing Consultant

**Pinstripes Communications, Singapore**

Joh Ju is a communications professional with over 20 years of experience with international firms. Her specialty is business-to-business communications, making the mundane interesting for engagement with different stakeholders, as well as crisis communications, perception management and change management. A former IBMer, Joh Ju has also worked on multi-market communications projects for clients including Heineken, Oracle, Temasek Holdings, Agilent and Honeywell.

## ABOUT THE FORUM

With internationalisation of higher education, greater student mobility and the backdrop of funding reform resulting in less certainty over revenue for many institutions, the global Higher Education sector is evolving rapidly and operating in an increasingly competitive and complex landscape. Prospective students have an ever interesting suite of options and alternatives at their disposal and it is increasingly important for Universities to distinguish themselves from their competitors. In the international environment in which academic institutions now operate, it is essential to leverage social media and digital channels to reach a global audience in a cost effective and timely manner.

Building on the resounding success of previous events, once again this exciting forum will provide the unique opportunity to network, share ideas and benchmark progress with higher education marketing and communication leaders from around the region. Drawing on case studies and real-life examples from a range of higher education institutions across the Asia-Pacific region, this interactive and practical event will provide you with fresh perspectives and insights for effectively positioning and leveraging your University's branding and marketing strategies for greater success in student recruitment and retention. Reserve your seats today to be a part of this compelling conversation!



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Note: Course materials, refreshments & lunches are included. Travel and accommodation are NOT included. Registration Options are per person only.

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