

# Marketing Director's Community of Practice Group

Friday 12 October 2018, 9.30-15.30, St Giles International, 154 Southampton Row, WC1B 5JX.

**SUMS**  
Consulting

9.30	<b>Arrival and registration</b>
10.00	<b>Introduction to the day</b> Bernarde Hyde & Susannah Randall, SUMS Consulting Aims for the day and round-table introductions
10.10	<b>International student recruitment marketing benchmarking: key themes</b> Susannah Randall, SUMS Consulting Presentation (10 mins) followed by brief Q&A (10 mins)
10.30	<b>Our in-country brand and reputation campaigns (University of Nottingham)</b> Kerry Law, Chief Marketing and Communications Officer, and/or Victoria Bell, Head of Marketing Projects Presentation (15-20 mins) followed by discussion or break-out groups (25 mins)
11.15	<b>Coffee Break</b>
11.30	<b>Peer-to-peer sharing</b> Facilitated discussion Break-out groups to share ideas on selected themes
12.20	<b>What does SUMS mean for marketing directors?</b> Bernarde Hyde & Susannah Randall, SUMS Consulting Presentations covering - What it means to be a SUMS member (5 mins) & the support we offer in marketing and comms (5 mins) & brief Q&A (5 mins)
12.35	<b>Achieving strong user focus in web design: including an update on SUMS work with London Metropolitan University</b> Jon Darch, SUMS Consulting Presentation (25 mins) to include a menu of services through SUMS membership, followed

	by Q&A (10 mins)
13.10	<b>Lunch</b>
14.00	<p><b>‘Arrogant universities: Out of touch and in need of reform?’: What the political climate and public mood means for university marketing directors</b></p> <p>Joel Arber, PVC, UCLAN Nicky Old, Director of Communications, Universities UK</p> <p>Reality check: how we look to the world outside, and how we can respond in the current political environment</p>
14.40	<p><b>Melting pot discussion</b></p> <p>Facilitator: Helen Caraosso</p>
15.25	<p><b>Wrap-up and review</b></p> <p>Themes for the next annual group session Feedback form &amp; permission to circulate contacts</p>