

# SUMS' Marketing, Communication and Student Recruitment Community of Practice

15 October 2020, Event Bright Booking System

**SUMS**  
Consulting

10:00am (JA)	<b>Welcome and introduction</b> <i>Joel Arber, Managing Consultant and Group Head of Business Development</i>
10:15am – 11:15am (NM)	<b>Laying the foundations for transformation across the prospective student experience</b> <i>Nathalie Mortimer, Associate Consultant</i>  Nathalie will recap on key highlights drawn out from the three webinars delivered from July – September, which sought to share ideas and progressive actions on student recruitment in the current operating climate.  This will be immediately followed by a roundtable discussion with a panel of experts from across the sector.  Our panel all have experience of working with SUMS and / or Microsoft and are available to field your questions, either submitted in advance or on the day, relating to marketing and student recruitment, and ways in which they have worked to review and adapt their systems, processes and ways of working.
11:15 – 11:30	Coffee and stretch break
11:30 – 12:00 (JA)	<b>Leading through lockdown</b> Facilitated by SUMS Consultants, this will be a roundtable discussion providing an opportunity for you to share, peer-to-peer, your experience of leading your teams through lockdown.
12:00 – 12:30	Break
12:30 –	<b>Lunch and learn</b>

13:15	Sit back and enjoy lunch alongside your fellow colleagues and see the technology for yourself. Elliot and the team will showcase the solutions provided by Microsoft and Adobe (with demos) and how they have transformed conversion for higher education institutions both here in the UK and overseas.
13:15 – 13:45	<p><b>Higher education marketing in a post-pandemic world</b></p> <p>Facilitated by SUMS Consultants, this is an opportunity for you to discuss your thoughts for the future including what you consider to be the most challenging aspects for your function in the coming 12 months and to feedback what support you’d like to see from SUMS.</p>
13:45 – 14:00	<p><b>Close</b></p> <p><i>Joel Arber, Managing Consultant and Group Head of Business Development</i></p>