

LEQ Marketing Network Day

Monday 30 July 2018, 9.00am – 2.45pm

Inviting:

Marketing Staff
Principals,
Business Managers

Date and Time:

Monday, 30 July
9.00am – 2.45pm

Venue:

**Faith Lutheran
College, Redlands**

1/15 Beveridge Rd,
Thorncroft

*(Please register at
Reception)*

Contact:

Sandra McCullough
3511 4058

Program:

- 9.00am Welcome, Devotion, Agenda, LEQ Marketing Plan update
Derek Bartels and Kerry Simpfordorfer
- 9.20am Good Shepherd Lutheran College in the spotlight including Q&A
Social media strategy creating rich community engagement
Anthony Dyer – Principal, Good Shepherd Lutheran College
- 10.15am Morning Tea
- 10.45am Review of the Online Marketing Portal
Derek Bartels
- 11.00am Demographics Dashboard
This session will explore the rich data available in the school's demographic profiling tool to inform marketing activities.
*Presenters from Education Geographics:
John Black (CEO), Peter Foster (Demographic Dashboard Services)
and Sharon Cox (Social Media Marketing Services)*
In order to get the most out of this session, schools are invited to think about the marketing projects that they are currently working on, and nominate a question or piece of data that would inform their project. Presenters will answer questions and give insight by referring to the dashboard.
Schools are invited to bring a laptop with their log in details for the Demographics Dashboard.
- 12.30pm Lunch
- 1.15pm School Tour
- 1.40pm Targeting New Potential Customers
Design Thinking Activity
Kerry Simpfordorfer & Derek Bartels
- 2.30pm Extras:
- Demonstration of Canva – *presenter tba*
- Day in the Life of Teacher Bethania LPS Marketing Initiative – *Alistair Duncan*
- Other items
- Q&A
- 2.50pm Close

Registrations close 24 July 2018

To register please go to the [LEQ website](#) and click Professional Development Events from near the bottom of the left hand menu. Scroll down that page until you see the link for **Marketing Network Day** and then fill in all fields to register for this event.

If you have any issues or questions, please contact Sandra McCullough on 07 3511 4058 or by email execea@leq.lutheran.edu.au