

The 2nd Annual International Higher Education

# Faculty Marketing Innovation Forum 2014

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



## FEATURED SPEAKERS



**Professor Pey Kin Leong** Associate Provost, Education  
Singapore University of Technology and Design (SUTD)



**Professor Susan Elliott** Deputy Vice-Chancellor (Engagement)  
University of Melbourne, Australia



**Professor David Wood, PhD** Deputy Vice Chancellor, International  
Curtin University, Australia



**Professor Dr Rose Alinda Alias** Deputy Vice Chancellor, Academic  
and International Affairs  
Universiti Teknologi Malaysia (UTM)



**Professor Jose Wendell P. Capili, PhD** Assistant Vice President for  
Public Affairs; Director of Office of Alumni Relations  
University of the Philippines



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



**Russell Ashworth** Head of Faculty Administration, Faculty of Humanities  
University of Manchester, United Kingdom



**Jan Clohessy** Director, Recruitment and Marketing  
RMIT International University, Vietnam



**John Miles** Director, Market Development, Asia Pacific Management  
Centre  
Griffith Business School, Australia



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



**Diana Liu** Head of Communications and External Affairs, School of  
Engineering  
Hong Kong University of Science and Technology (HKUST)



**Ian McKee** Chief Executive Officer  
Vocanic



**Goh Shu Fen** Principal  
R3

18 & 19 February 2014  
Pan Pacific Orchard, Singapore

**Two Separately Bookable,  
Half-Day Workshops**  
20 February 2014

## EXPLORE

-  Innovative marketing strategies for an internationalised higher education sector
-  Effectively leveraging social media and digital marketing for student outreach
-  Engaging in value-adding international collaborations and partnerships
-  Building a strong and sustainable University reputation and faculty brand

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# Day One 18 February 2014

## 8.30 - 8.55 Registration and Morning Coffee

## 8.55 - 9.00 Official Welcome and Opening Remarks from the Chair

## 9.00 - 9.45 OPENING KEYNOTE

### An innovative pedagogy for 21st century technically grounded leaders and innovators – SUTD's experience

- Leveraging partnership with reputable international Universities for education excellence
- Drawing student pools with a synergetic and innovative pedagogy
- Bridging East and West education culture and systems to deliver unique education outcomes

**Professor Pey Kin Leong** Associate Provost, Education

### Singapore University of Technology and Design (SUTD)

Prof Pey was appointed by the Singapore Ministry of Education to take up the position at SUTD in 2009. He was previously Head of the Microelectronics Division, Programme Director of the Si Technology Research group, Director of the Nanyang NanoFabrication Center (N2FC), and the Director of the Microelectronic Centre in the School of Electrical & Electronics Engineering at the Nanyang Technological University. He has published more than 170 international refereed publications, 175 technical papers at international meetings and conferences, a book chapter, and holds 37 US patents.

## 9.45 - 10.00 Questions and Discussion

## 10.00 - 10.45 CASE STUDY

### Navigating the challenges of internationalisation towards global education excellence

- Understanding the impacts of internationalisation towards marketing and branding
- Promoting and delivering a tangible international education experience at Curtin University
- Linking strategic implementation and faculty development to marketing

**Professor David Wood, PhD** Deputy Vice Chancellor, International  
**Curtin University, Australia**

Professor David Wood's portfolio includes transnational education through branch campuses and partnerships; international relations; marketing; recruitment and admissions; study abroad and exchange; international scholarships; and quality. Curtin University is Australia's eighth largest provider of international onshore education and its second largest offshore provider with programs in China, Hong Kong, Malaysia, Mauritius, Sarawak, Singapore, Sri Lanka and Vietnam. Previously he has held positions including Pro Vice-Chancellor, Director of International programs and Dean of Research in Curtin University's Faculty of Humanities.

## 10.45 - 11.00 Questions and Discussion

## 11.00 - 11.15 Morning Tea

## 11.15 - 12.00 CASE STUDY

### Developing different marketing strategies for undergraduate and postgraduate programs

- Understanding the different student expectations and needs for different faculties and course programs
- Effective marketing strategies for undergraduate and postgraduate programs
- Promoting a holistic learning experience and future pathways of programs

**Professor Dr Rose Alinda Alias** Deputy Vice Chancellor, Academic and International Affairs  
**Universiti Teknologi Malaysia (UTM)**

Prof Dr Rose has been a long-time academic leader at UTM. She has held various positions including Dean – School of Graduate Studies, Dean – Graduate School of Engineering, Deputy Dean (Project Management & Finance) UTM Research Management Centre, and Deputy Dean (Graduate Studies & Research) Faculty of Computer Science and Information Systems. Her research area of expertise is in Knowledge Management, Information Systems Strategy and Planning, and Information Systems Quality.

## 12.00 - 12.15 Questions and Discussion

## 12.15 - 1.15 Networking Lunch

## 1.15 - 2.00 CASE STUDY

### Utilising marketing strategies for effective student recruitment and retention

- Identifying the needs of student audiences and tailoring marketing strategies accordingly
- Linking marketing strategies to student recruitment campaigns
- Developing engagement programs to create a student experience unique to your University

**Jan Clohessy** Director, Recruitment and Marketing  
**RMIT International University, Vietnam**

Jan has held appointments in recruitment of international students at Monash Australia, the University of Melbourne, La Trobe University, Victoria University and has also worked extensively in Japan. She is currently heading the marketing and student recruitment areas at RMIT International University at Vietnam. She believes in the transformative power of education and feels privileged to work in a sector that serves to break down cultural and national barriers and stereotypes.

## 2.00 - 2.15 Questions and Discussion

## 2.15 - 3.00 CASE STUDY

### Positioning the University brand and image for marketing success

- Gaining intelligence through in-depth market research and aligning this with marketing strategies
- Improving and rebranding the University – the University of the Philippines experience
- Specific use of media tools and technology for engaging diverse audiences
- Proactive communication strategies for student recruitment and promotion of academic programs

**Professor Jose Wendell P. Capili, PhD** Assistant Vice President for Public Affairs; Director of Office of Alumni Relations  
**University of the Philippines**

Professor Jose Wendell graduated from the University of Santo Tomas, University of the Philippines, University of Tokyo, University of Cambridge and the Australian National University. He authored 6 books and more than 300 articles in Australia,

## PLUS WORKSHOPS!

TWO Separately Bookable, Half-Day Workshops on 20 February 2014

## VALUE PLUS DISCOUNT

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Austria, England, Hong Kong, Japan, Korea, Malaysia, the Philippines, Singapore, and the United States. Besides his position as the Assistant Vice President for Public Affairs and Director of Alumni Affairs, he is also a Professor of English, Creative Writing & Comparative Literature

**3.00 - 3.15 Questions and Discussion**

**3.15 - 3.30 Afternoon Tea**

**3.30 - 4.15 INTERACTIVE ROUNDTABLE DISCUSSION**

**Unlocking marketing innovation for heightened success**

- Suggestions for leveraging social media and digital marketing for improved student recruitment
- Tips for creating synergy between central marketing and faculty marketing units
- Discussing sustainable marketing ideas and innovation with academic staff

**4.15 - 4.30 Questions and Discussion**

**4.30 - 5.15 CASE STUDY**

**Managing higher education brand identity and reputation in a global education market**

- What are brand identity and reputation and why are they important?
- Strategies for creating and maintaining positive perceptions about your University and Faculty
- Challenges of building a strong and sustainable reputation
- Leveraging brand identity and reputation through key marketing messages and activities

**Russell Ashworth** Head of Faculty Administration, Faculty of Humanities

**University of Manchester, United Kingdom**

Russell has more than 25 years' experience in higher education administration and has been Head of Administration in the Faculty of Manchester since 2004. This role involves strategic responsibility for marketing, communications and student recruitment. He has previously held various positions including Head of Student Recruitment and Head of Collaborative Partnership at Liverpool John Moores University; and later as the Senior Administrator in the joint venture Federal School of Business and Management at UMIST and the Victoria University of Manchester, which subsequently merged to form the University of Manchester.

**5.15 - 5.30 Questions and Discussion**

**5.30 Concluding Remarks from the Chair**

**5.30 - 6.30 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**

**Creating and adding value with an effective marketing mix for higher education**

- Applying the 4 P's of the marketing mix for higher education
- Using traditional approaches to develop an innovative marketing mix for higher education
- Getting management 'buy-in' – Garnering support from the academic team for your marketing campaigns

**John Miles** Director, Market Development, Asia Pacific Management Centre

**Griffith Business School, Australia**

**9.45 - 10.00 Questions and Discussion**

**10.00 - 10.45 CASE STUDY**

**Faculty marketing for regional and international success – the Teesside University experience**

- Understanding the impact of student mobility and how to capitalise it to your advantage
- Engaging in networks with Universities and learning institutions in the region for greater outreach
- Retaining Teesside University program's core identity of education excellence

**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.

**10.45 - 11.00 Questions and Discussion**

**11.00 - 11.15 Morning Tea**

**11.15 - 12.00 CASE STUDY**

**Leveraging alumni relations and external engagement for greater outreach**

- Engaging students and alumni as your faculty and school ambassadors
- Tips to effectively maintain strong alumni networks
- Tapping into successful alumni stories as a marketing strategy

**Diana Liu** Head of Communications and External Affairs, School of Engineering

**Hong Kong University of Science and Technology (HKUST)**

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# Successful faculty marketing in a competitive higher education sector

Diana has been a higher education administrator for nearly 20 years, responsible for branding and public relations, student enrichment programs, alumni affairs and advancement. She joined HKUST in 2008 and has uplifted the branding of the School through various online and physical platforms. She restructured the student ambassadors program, initiated alumni engagements for greater outreach and also steered the development of a cyber-physical interactive space, namely the Engineering Commons, facilitating students and alumni networking through innovative means.

## 3.00 - 3.15 Questions and Discussion

## 3.15 - 3.30 Afternoon Tea

## 3.30 - 4.15 EXPERT COMMENTARY

### Measuring the effectiveness of higher education branding and marketing campaigns

- Assessing the impact of your branding and marketing campaign
- Measuring marketing ROI for higher education – Challenges and tips for maximising this
- Maximising brand value to drive marketing success for your University

### Goh Shu Fen Principal R3

Shu Fen cut her teeth on advertising working with top FMCG clients at Ogilvy before co-founding R3 in 2002. With 20 years of sales, marketing, and agency experience built up across blue chip brands like Coca-Cola, Unilever, and BMW, Shu Fen's entrepreneurial spirit landed her in start-up M&C Saatchi as New Business Director where she was a driving force behind high profile wins like Coca-Cola and SingTel. At R3, she has led major global assignments for Singapore Airlines, Fonterra, and Visa.

## 4.15 - 4.30 Questions and Discussion

## 4.30 Concluding Remarks from the Chair

Network and mingle with like-minded professionals from across the region in a relaxed and stylish atmosphere!

## WHO WILL ATTEND

Professionals in Higher Education Faculty Marketing 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
- Digital Marketing / Social Media
- Dean / School / Faculty Head
- Student Outreach and Recruitment
- External Outreach and Engagement
- International Affairs and Engagement
- Alumni Relations

## 12.00 - 12.15 Questions and Discussion

## 12.15 - 1.15 Networking Lunch

## 1.15 - 2.00 CASE STUDY

### International collaboration and partnerships to advance global education excellence

- Developing long-term national and international engagement and partnership programs
- Maintaining global excellence, relevance and impact for your University
- Promoting global education experience through engagement and partnership

**Professor Susan Elliott** Deputy Vice-Chancellor (Engagement)

**University of Melbourne, Australia**

Prof Susan is responsible for the direction of local, national and international engagement and partnerships, student recruitment, Melbourne's offshore offices, cultural programs, global mobility, marketing, protocol and the University's public events program. Previously as Pro Vice-Chancellor (Teaching, Learning & Equity), she played a central role in the University-wide curriculum reform known as the Melbourne Model. She has acted as a consultant to several Universities, nationally and internationally, in developing medical curricula. She holds an M.B.B.S (Melbourne), M.D. (Melbourne) and is a Fellow of the Royal Australasian College of Physicians.

## 2.00 - 2.15 Questions and Discussion

## 2.15 - 3.00 CASE STUDY

### Developing and implementing strategic marketing plans to increase enrolment

- Effective use of integrated marketing communication strategies to promote faculty programs
- Branding and marketing innovation for outreach programs to increase the student pool
- Aligning marketing and communication strategies with academic goals

**Nutthaboon Pornrattanacharoen**

Assistant Dean, 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.

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# Workshops 20 February 2014

## 9.00 - 12.30 WORKSHOP A

### Student-centred market development – Creating synergy between marketing and academia

Higher Education institutions are constantly looking for new strategies to attract and increase student numbers. While Universities are developing academic courses that match what students want to study, many marketing departments do not have involvement in the process of developing new academic programs and often times marketing campaigns are not in line with the academic program offerings. In this session, John Miles will guide you through:

- Touchstone philosophy – What is it, how can it influence your institution and what is marketing's role in creating this?
- Differentiating program offerings – Examples of effective student-centred market development
- Creating innovative long-term marketing strategies that include program development
- Strategies to increase the marketability of your academic programs
- Strategies to engage academics in marketing your programs
- What's in a name? The importance of the 'program brand' and getting the course names right

**Expert Facilitator: John Miles**, Director, Market Development, Asia Pacific Management Centre, **Griffith Business School, Australia**

John has over 25 years' experience in marketing and product development in various industries with over 10 years' experience in the higher education sector. He has been involved in the development of a range of different new programs. These include introducing new degrees at a regional Polytechnic in New Zealand in partnership with Universities, introducing both undergraduate and postgraduate programs in South East Queensland to having a major involvement with the flexible delivery of learning, as well as being the driving force for Griffith Business School to secure the contract to deliver the Bachelor of Business online through Open Universities of Australia.

## 12.30 - 1.30 NETWORKING LUNCH

## 1.30 - 5.00 WORKSHOP B

### Developing and evolving an interactive marketing strategy

Digital and social media provide great tools for Higher Education institutions to reach and engage with audiences in new and exciting ways. In order to be effective, strategies need to remain grounded in principles of the power of word of mouth and relationship based marketing – and how emerging technologies can facilitate this. Combining experiences of developing and delivering marketing solutions and campaigns via social media and word of mouth marketing, Ian will help you develop the understanding to implement and / or improve digital marketing campaigns for your faculty in order to become relevant, flexible and agile enough to adapt to rapid changes in the operating environment. Explore:

- How the way we connect with people changes the way that we need to market
- Making marketing relevant and credible to international and domestic students at both undergraduate and postgraduate level
- Moving away from traditional marketing approaches and adopting new marketing platforms
- Assessing the strengths, costs, risks and opportunities associated with different digital marketing channels
- Assessing the effectiveness of your marketing campaign
- The value of informal interaction and feedback for shaping strategies

**Expert Facilitator: Ian McKee**, Chief Executive Officer, **Vocanic**

In addition to his role as CEO Ian is also Chief Strategist for Vocanic, Asia's largest Social Media and Word of Mouth Marketing agency with offices in Singapore, Malaysia and Hong Kong. Vocanic helps brands develop and execute strategies for them to participate in Social Media and harness the power of personal recommendation. Vocanic had worked for brands such as StarHub, Symantec (Norton), Nokia (CWM), Blackberry (Bold), Motorola (Milestone), Microsoft (Xbox), Pfizer (Wyeth), DiGi and others. Ian has called Singapore home for 13 years.

## ABOUT THE FORUM

With the 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 increasing suite of options 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 communities and digital channels to reach a global audience in a cost effective and timely manner.

Following the success of the inaugural delivery of this Forum in 2013, Liquid Learning is delighted to present the 2nd Annual International Higher Education Faculty Marketing Innovation Forum 2014. This interactive, case study-driven conference will once again provide delegates with a range of unique perspectives on how faculties, colleges and schools across the region can effectively position themselves to both leverage and contribute to their University's branding and marketing strategies for greater success in student recruitment. An enlightening mix of international case studies will be supported by expert commentaries providing the hands-on tools required to maximise your institution's success. Book your seats today to be a part of this year's compelling conversation!



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