



Growing Leaders
for

Global Gospel Impact



[www.abhe.org/
leadership-development](http://www.abhe.org/leadership-development)

ABHE/Barna Market Research – The Journey Continues

Presenter
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WORKSHOP OVERVIEW

Market research is worthless unless the insights provided are heeded. This workshop is for those with the interest to learn and the courage to consider change. Consider the serious implications of this major market research conducted by the Barna Group for ABHE. While your specific market will have unique factors, you will serve better in accomplishing your mission by knowing this generation well, how they are making college choices and what experiences are of great value. Don't miss this golden opportunity.

Mini Workshop | Thursday, February 9

- 8:30 – 9:30 Session 1 — Major Market Research Takeaways**
- What are prospective students looking for in their college experience?
 - What are the most significant factors on their college choice?
 - Who has the most significant influence on their decisions?
- 9:30 – 10:00 Q & A Discussion**
- 10:00 – 10:30 Refreshment Break**
- 10:30 – 11:30 Session 2 — Market Research Implications**
- What you should learn about your marketing & messaging
 - What you should consider about what you offer
 - What you should know about your core value proposition
- 11:30 – 12:00 Q & A Discussion & Wrap-up**