

PROGRAM SCHEDULE



PRESENTER: BART CAYLOR — CAYLOR SOLUTIONS

Overview: In the fast-paced high-pressure world of enrollment management, it's easy to let your website and social media strategy grow old and worn. Maybe it's time for a spring cleaning and taking a fresh look. Dig deep into what you should review during this all-day exercise of conducting a professional audit of your website and social media program by a leading professional serving many ABHE institutions.

8:30 – 9:30 Session 1 — Mirror Mirror on the Wall – What's the most Beautiful Website of All

Overview: What makes for a great website? Take a fresh look under the hood to see what should be considered, what should be changed, what should be updated. Consider . . .

- The philosophy of a professional, best-practices website analysis
- A critique methodology that will ensure results
- What appeals to various generations (X, Y, and Z)
- Helpful insights for a sharper edge

9:30 – 10:00 Q & A

10:00 – 10:30 Refreshment Break - Exhibit Hall - Ballroom B

10:30 – 11:30 Session 2 — Social Media – Then & Now; Keeping Up, Not Falling Behind

Overview: How can an institution stay abreast of the fast-paced, ever-changing world of social media? What is the right rhythm and pace for change? Learn from a distinguished expert how you can keep up and move ahead. Discover:

- Current trends that are shaping the market
- Best practices and tools for effective results
- What appeals to various generations (X, Y, and Z)
- Secrets that could make a big difference

11:30 – 12:00 Q & A

12:00 Adjourn — Lunch on Your Own