

**FORUM ON HIGHER ED
MARKETING FOR RECRUITMENT
WEDNESDAY | FEBRUARY 15, 2023**



PRESENTER: BART CAYLOR — CEO, CAYLOR SOLUTIONS
FORUM SPONSOR | CAYLOR SOLUTIONS

Overview: Join industry leader Bart Caylor for an interactive and intensive day of higher education marketing best practices for ABHE institutions. This practical Bootcamp will focus on the following outcomes and be designed for both beginner and veteran leaders.

- ▶ Review and understand the best practices for recruitment marketing in higher education (both traditional and adult/grad)
- ▶ A comprehensive evaluation of inexpensive tools and techniques to achieve your marketing goals within any budget
- ▶ Marketing templates, persona worksheets, editorial calendars, and many more
- ▶ A marketing plan and budget worksheet that we will work through together
- ▶ Resources, tips, and tricks for getting your marketing on track

7:00 – 8:00 Forum Buffet Breakfast — Regency Foyer | **Sponsored by Campus**

8:00 – 8:15 Welcome & Introductions

8:15 – 9:30 **SESSION 1 — BEST PRACTICES IN HIGHER ED MARKETING FOR SMALL, FAITH-BASED SCHOOLS**

- ▶ Dive deep into the best practices for recruitment marketing for ABHE schools

9:30 – 10:15 Refreshment Break — Regency Foyer | **Sponsored by Blackbaud**

10:15 – 11:45 **SESSION 2 — GET ORGANIZED AND FOCUSED**

- ▶ Time will be spent as a group providing some peer review on current marketing in light of best practices and organizing around the gaps that exist for our institutions

11:45 – 12:00 A word from our **Sponsor — Caylor Solutions**

12:00 – 1:00 Buffet Lunch — Regency Foyer

1:00 – 2:15 **SESSION 3 — THE TOOLS YOU NEED AND HOW TO GET THEM FOR YOUR BUDGET**

- ▶ Review the best tools (hardware, software, subscriptions) to achieve your recruitment marketing needs — all on a shoe-string budget

2:15 – 3:00 Refreshment Break — Regency Foyer | **Sponsored by Alliance Defending Freedom**

3:00 – 4:15 **SESSION 4 — PUTTING IT ALL TOGETHER WITH YOUR PLAN**

- ▶ This last session will include a practical walk through as we build marketing plans and budgets together to take back to your campus for implementation

4:15 – 4:30 Wrap Up

6:00 – 8:30 CONNECTIONS DINNER — Ballroom B/C/D | **Sponsored by Weave and In His Name HR**

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