

**BEST PRACTICES FOR HIGHER EDUCATION MARKETING
PRESENTER: BART CAYLOR — PRESIDENT, CAYLOR SOLUTIONS
FORUM SPONSOR | CAYLOR SOLUTIONS**

Overview: Join industry leader Bart Caylor for a practical, interactive, and intensive day of higher education marketing best practices for ABHE institutions. This Higher Ed Marketer Bootcamp will focus on the following outcomes and be designed for both beginner and veteran leaders. Updated for 2024.

- ▶ Review and understand the best practices for recruitment marketing in higher education for both traditional and adult/graduate
- ▶ A comprehensive evaluation of inexpensive tools and techniques to achieve your marketing goals within any budget
- ▶ How to use artificial intelligence to maximize your efforts, even with limited resources
- ▶ Marketing templates, personal worksheets, editorial calendars, and many more
- ▶ Resources, tips, and tricks for getting your marketing on track

7:00 - 8:00 **Forum Buffet Breakfast — Regency Foyer**
8:00 – 8:15 **Welcome & Introductions**

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

- ▶ Deep dive into the best practices for recruitment marketing for ABHE Schools

9:30 – 10:15 **Refreshment Break — Regency Foyer**

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

- ▶ How to get organized and focused using artificial intelligence.

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 — PRACTICAL APPROACH TO CONTENT**

- ▶ Practical Insight for content development.

2:15 – 3:00 **Refreshment Break — Regency Foyer**

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

- ▶ A practical walk-through of a working plan and budget to take back to your school to improve your efforts.

4:15 – 4:30 **Wrap Up**
6:00 – 8:30 **CONNECTIONS DINNER — Ballroom B/C/D**

IN APPRECIATION FOR OUR FORUM SPONSOR

