

STRATEGIC MARKETING FORUM

WEDNESDAY | FEBRUARY 19, 2025



FORUM SPONSOR | MOODY BIBLE INSTITUTE

STRATEGIC MARKETING FORUM FOR BIBLICAL HIGHER EDUCATION

FORUM FACILITATOR: SAM CHOY, VP, CHIEF MARKETING & STRATEGY OFFICER | MOODY BIBLE INSTITUTE (IL)

OVERVIEW: Moody Bible Institute's wide ministry footprint in higher education, broadcast media and publishing means they have expertise in areas of communications and marketing strategies of which many ABHE member schools may not have access. Led by Sam Choy, and in the spirit of shared learning and thought-leadership, this forum strives to share strategic marketing best practices within Biblical higher education as a way to grow our ministry together.

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

8:15 – 9:30 **SESSION 1 — LEVERAGING MARKET RESEARCH AS KEY TO BRAND STRATEGY AND PORTFOLIO PLANNING**

PRESENTER: Roman Bryan, Director — Business Intelligence | Moody Bible Institute

OVERVIEW: How to develop best practices for making data-driven decisions to inform education and program strategies.

- ▶ Understanding student profiles and personas through primary research
- ▶ Differentiating between Christian higher education and Biblical higher education offerings
- ▶ Using competitive research for differentiation and brand position
- ▶ What are you going to STOP doing?

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

10:15 – 11:45 **SESSION 2 — CRAFTING STUDENT-CENTERED CUSTOMER JOURNEYS IN BIBLICAL HIGHER EDUCATION MARKETING**

PRESENTER: Kristen Pugliese, Director — Strategic Marketing Education | Moody Bible Institute

OVERVIEW: In today's competitive higher education landscape, understanding and guiding the student journey is key to building lasting relationships and driving enrollment growth. This is a deep dive into the development of effective customer journeys tailored to the unique experiences and decision-making processes of prospective and current (Biblical, Christian) students.

- ▶ Positioning yourself to be a great listener of students
- ▶ Leverage this knowledge to manage the entire prospect funnel
- ▶ Provide the data and tools to maximize effectiveness of admissions recruiters

11:45 – 12:00 A Word From Our Sponsor — Moody Bible Institute
12:00 – 1:00 Buffet Lunch — Regency Foyer

1:00 – 2:15 **SESSION 3 — USING DIGITAL CHANNELS TO OPTIMIZE BRAND EXPERIENCE AND SALES ENABLEMENT**

PRESENTER: Rob Costlow, Senior Director — Digital Marketing | Moody Bible Institute

OVERVIEW: Leveraging digital best practices to enhance the effectiveness of lead generation and other brand-building campaigns.

- ▶ Email and SMS communications
- ▶ Multichannel digital advertising (SEM, display, video, social, audio, OTT, OOH)
- ▶ Digital experience optimization (website and mobile app UX, content management, SEO)

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

3:00 – 4:15 **SESSION 4 — EFFECTIVE USE OF STRATEGIC COMMUNICATIONS AND BRAND MANAGEMENT**

PRESENTERS: Sam Choy, Vice President — Chief Marketing & Strategy Officer &

Julia Baad, Senior Director — Marketing Communications & Events | Moody Bible Institute

OVERVIEW: Covering topics of PR, brand and communications, explore the strategic use of social media to humanize your institution's brand; delve into the "how's" of successful communication with internal and external constituencies; and clearly convey brand position and differentiation.

- ▶ Meaningful connections with current students, and create an inviting space for prospective students
- ▶ Collaborate effectively with faculty and student life to authentically represent your college's unique experiences and values
- ▶ Leading with your values and several key resources such as Communication Plans, PR Briefings, and Message Maps
- ▶ Putting a stake in the ground and the crafting of messages to ensure consistent brand experience

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

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