

**From** Christophe Xavier Clivaz  
**To** SL schools  
**Date** October 2010  
**Subject** Digital Communications Seminar For Education

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Dear All,

Please find below the programme for the "Digital Communications Seminar for Education."  
This meeting will be conducted by OMTAC Ltd.

- OMTAC Ltd ([www.omtac.com](http://www.omtac.com)) specialises in providing digital communications and marketing training to the Education and Alumni sectors, with over 5 years experience in running workshops and seminars attended by Schools (State, Independent, International, Language), Colleges and Universities in the UK.

The workshop will take place at:

**Beau Rivage Palace**  
**Place du Port 17-19, 1000 Lausanne**  
**Tuesday 12<sup>th</sup> October 2010**

**PROGRAMME**

**Tuesday 12<sup>th</sup> October 2010**

**1. Digital Communications Seminar for Education 10AM to 4 PM**

**• Agenda**

- Reviewing key channels, platforms, tips and techniques for Digital Marketing, in the Education & Alumni context
  - Website
  - Email
  - Social Media (Facebook, LinkedIn, XING, Twitter)
- Digital Advertising
- Techniques
  - Managing the student recruitment process digitally
  - Digital agents
  - Student induction and retention
  - Alumni relations – engagement, fundraising etc
  - Staff recruitment
- Planning, resourcing and managing effective campaigns
- What next? In digital communication
- Strategic planning and integration of digital communications into the marketing plan
- Throughout the day participants will have the opportunity, to review the use and effectiveness of digital communications at their own Institution, and to plan activity and investment

**• Miscellaneous**

- During the day we will need internet access to show live examples
- Everyone should bring their **own computer**
- The cost will be shared by the participants (max CHF 350)
- The Seminar will be given in English

Geneva October 2010