

Sedbergh International Summer School – Description of Publicity

Introduction

We launch our International Summer School dates for the following year in September and the marketing and promotional campaigns form a key role when it comes to communicating with our agents and families. In the case of 2020, due to the Covid-19 pandemic and the resulting deferrals to 2021, we have also released the 2021 summer course dates in April 2020.

We are very fortunate to have an extensive travel plan which runs alongside our main school overseas recruitment. We attend educational fairs across the world, promoting the course directly to families. We also work with longstanding reference-checked agents at ST Alphe and BBSW fairs where we are able to promote the course and give detailed information, answer any questions and also obtain feedback which is used to further develop what we offer.

In what is now a very digital world we use a variety of social media and online platforms throughout the year and during the course for updating parents, agents and other stakeholders.

Publicity mediums:

Medium	Notes
Twitter	Twitter is one of our main platforms used for promoting the course and sharing photographs. We use two accounts which are managed by the International Marketing Manager of Sedbergh School. Ownership of the ISS account is assigned to a designated member of the ISS team for the duration of the course which is monitored by the International Marketing Manager and new PR and Social Media Officer. This platform is mainly used for sharing photographs with our community including former and current families and agents.
Instagram	Instagram was launched for the 2018 course and is now a key platform for promoting our overseas recruitment activity throughout the year. This is managed by the International Marketing Manager and includes cross marketing of all courses. During the course, the account is assigned to a member of the ISS team for sharing photos of excursions and activities which are carefully monitored by the International Marketing Manager and PR and Social Media Officer. We receive engagement mainly from families and our overseas partners.
LinkedIn	The International Marketing Manager uses his personal connections and school business page to promote the ISS during the year.
Facebook	Sedbergh ISS does not have a Facebook account but the Sedbergh School page is used to create digital adverts targeting families around Europe in particular Greece, Italy, Spain, France, Bulgaria, Germany, Portugal, Norway and Denmark. This is monitored by the International Marketing Manager and Digital Marketing Manager.
WeChat	For the past 12 months we have extensively used WeChat to communicate with our partners in mainland China. We regularly share information promoting the

	course with agents directly, who share it across their agent business pages. This is managed by the International Marketing Manager.
Online profiles	We have a number of online and offline profiles which are used throughout the year when promoting the course. Our main profiles are specifically aimed at agents through platforms provided by BBS Connected and ST Alphe. We also have a number of printed profile subscriptions in agent publications in Spain and Germany.
ISS website	<p>Our website is the main platform for prospective families and agents to obtain information on the course. It is featured on all of our printed literature and emails. The website is the central hub for content including video, photos, policies, registration forms, brochure, FAQs, course content etc.</p> <p>Our website is currently being developed so it is fully mobile optimised and we are in the early stages of having certain content translated for our different markets.</p> <p>The website is managed by the Digital Marketing Manager and monitored by the International Marketing Manager and Summer School Director.</p>
Printed literature	As well as having digital copies of our literature we distribute a course brochure to prospective families and agents. Other literature includes: flyers promoting the options available including sports courses, registration forms and promotional offers.