



PARTNERSHIP

> RECRUITMENT

> RELATIONSHIPS

> RETENTION

> REFERRAL

> REPUTATION

## A Unique 2-Day Strategy Workshop for Australian School Leaders!

***Identity, Reputation, Marketing, Communications as Strategy – Enrolment and Retention Success.***

**Is your school operating in a competitive environment?? If YES, this is a must attend 2-day workshop.**

**Venue: Aloft Perth**

**Host: Association of School Business Administrators (ASBA)**

**Date/Time: Monday 21 August – Tuesday 22 August 2023, 9am – 4pm**



**Dr Stephen Holmes PhD (School Marketing/Reputation)**

**Principal and Founder – 5Rs Partnership, Singapore: [www.5rspartnership.com](http://www.5rspartnership.com)**

***Widely regarded to be the most experienced, credentialed consultant and facilitator in the world in marketing, communication, identity, and reputation for the school sector.***

**Jane Larsson, Executive Director, Council of International Schools (CIS), Netherlands**

*"I first met Dr Stephen Holmes a decade ago and realized immediately how much of an impact he could make in the school communities we serve. His specialized knowledge and ability to present and explain it in a clear way is already yielding results in both our school and university communities. He has a passion for marketing and reputation management in schools, engaging leaders in discussion to help them look at their marketing and communications work in new, strategic ways. Every single time I've met with Stephen, I've learned something new and found new enthusiasm to introduce him to more and more CIS members. For those schools that engage him, he fulfills every objective they set for his work with their communities."*

**Sample Global Testimonials Dr Holmes' 2023 School Workshops**

*"I would highly recommend this workshop for school Boards, leaders and their Marketing counterparts to strengthen the direction and understanding of the centrality of these topics in school leadership."*

*"The workshop really allowed us to reflect and look inwards as a school. Lots of fabulous tips and ideas to be able to formulate an action plan. I loved the principle or model of the 5Rs."*

*"A fantastic 2-day workshop. Dr Holmes provided a comprehensive and approachable framework to enhance any schools marketing communications and reputation management process and then next steps. More than just steps, these were practical processes that will improve every school. To walk away with clear, individualised and strategic 'to-do' and 'to consider' frameworks for the school community was fantastic."*

*"It has been very interesting! It has given me the initial tools to find out areas of improvements and a clear start point."*

*"The workshop was excellent. We covered a wide range of vital areas around strategy, identity, marketing, enrolment and communication and Stephen's expertise in the field was self-evident."*

*"The workshop was collaborative, constructive and nicely balanced between theory and positive, practical impact for each individual school. Great experience! Well prepared and informative."*

*"Great workshop. I especially enjoyed the breakout group work and discussions and the reputation assessment."*

## WHO SHOULD ATTEND?

The course will be of particular professional benefit to:

- Board and Governors of International Schools
- School Principals/Directors
- Assistant/Aspiring Principals
- Business Managers/COOs
- HR Managers
- Advancement and Development Staff
- Marketing, Communication, Admissions Managers.

## WORKSHOP OUTLINE AND OUTCOMES

This 2-day workshop will provide a complete and unique approach to marketing, communications, identity, and reputation management for schools.

This two-day workshop will be:

- Evidence based; school specific NOT textbook
- Pragmatic
- Participative
- Solution, action plan oriented.

Free resources and templates will also be provided to participants for post-workshop sustainable action.

### Day 1: School Communications and Marketing Excellence

- Review your marketing approaches/impacts
- Building word of mouth as a deliberate strategy – advocacy techniques
- Marketing messages – review and build school distinctiveness
- Marketing/admissions self-assessment against best practice metrics
- Tools to measure marketing effectiveness and KPIs
- Setting market responsive tuition fees
- A whole of school marketing plan to connect with staff
- How to market curriculum, staff and teaching pedagogy
- School parent choice research

## Sample International School Consulting Projects 2023: Dr Stephen Holmes

- The American International School in England (TASIS) (UK)
- St Mary's School, Cambridge (UK)
- International School of Brussels (Belgium)
- Lansdowne Friends School (Pennsylvania, USA)
- Ashley Hall School (South Carolina, USA)
- Cathedral School for Boys (San Francisco, USA)
- La Scuola International School (San Francisco, USA)
- International School of Lusaka (Zambia)
- Aoba-Japan International School (Tokyo, Japan)
- St Michael's Grammar School (Australia)
- Faith Lutheran College (Australia)
- Woodford House School (New Zealand)
- International Coalition of Girls' Schools (USA)
- Girls' Day School Trust (GDST) (UK)

## Sample Recent Dr Holmes Articles, Endorsements, and Interviews:

<http://5rspartnership.com/dr-stephen-holmes-article/>

<http://5rspartnership.com/client-testimonials/>

<https://www.facebook.com/PDacademia/videos/362751708070758/>

### Day 2: School Strategy, Identity and Reputation Management

- What is the 'best' identity for today's school market?
- How to create a consistent and cogent identity
- How to evaluate school identity and reputation
- Reputation development – fast track techniques!
- Develop a reputation plan for your school
- School reputation self-assessment using our unique Reputation Assessor: <http://5rspartnership.com/wp-content/uploads/2021/11/The-School-Reputation-Assessor-Overview-PowerPoint1.pdf>
- School Reputation research – latest findings internationally on what matters most to school communities
- Case studies on school reputation
- Creating strategic plans that connect and impact in school communities

## Sample Testimonials from Dr Stephen Holmes' Presentation to 300 schools in June 2023, International Coalition of Girls' Schools (ICGS) Annual Conference Cleveland, Ohio, USA

### Headmistress, St Mary's School, Cambridge, UK

*"Dr Stephen Holmes presented a hugely impressive data-driven workshop at the ICGS conference in Cleveland Ohio in June, attended by heads of school and marketing managers from girls' schools from the USA, Canada, Australia, New Zealand and the UK. His messages were of absolute and vital relevance across these educational jurisdictions. Stephen's years of professional and unique practice as regards placing reputation in a highly nuanced framework of marketing were generously shared in a compelling yet compressed delivery of radical marketing and reputational strategy. He rightly had many of queuing to engage him for further bespoke work in our schools."*

### Principal, Tara Anglican School for Girls, Sydney, Australia

*"I was really impressed with your approach for schools today in your presentation at the International Coalition of Girls' School (ICGS) Conference in Cleveland, Ohio. The lens you are using to test strategic goals for managing the reputation of the school has real value for schools. At our School, we have worked hard on working out our "why" as a school and have a firm commitment to the vision for the school. Your work provides an approach to clarify how the goals and actions of the strategic plan can work towards the reputation it is seeking for the school. Brilliant."*

## Workshop Facilitator – Dr Stephen Holmes PhD (School Marketing/Reputation)

**Dr Stephen Holmes B. ED, MBA, M. ED, PhD (School Marketing/Reputation)** is the Principal and Founder of The 5Rs Partnership ([www.5rspartnership.com](http://www.5rspartnership.com)), established in 2004, based in Singapore, a specialist school performance and market success consultancy. Stephen is widely regarded to be the most experienced, credentialed consultant/facilitator in the world in the related concepts of strategic planning and reputation management for the school sector.

Stephen is the only full-time practising consultant in the world with a PhD in the specific field of school reputation. Dr Holmes is recognized as both a pioneer and thought leader globally in school communities at a practical level through his consulting, academic and professional contributions. In the late 1990s, Stephen significantly defined the role of a responsive approach from schools via the now widely used 5Rs framework (recruitment, retention, referral, relationships, and reputation) in his seminal PhD – creating a market orientation in schools.

Dr Holmes has an unmatched client base in the education field in every continent and is recognised as both a pioneer and thought leader globally in strategy planning, marketing, reputation and communications. His work is frequently reported in international press and he has been a guest speaker at major conferences world-wide over 3 decades.

In addition to his consulting practice, Dr Holmes undertakes published research, program development and training with school leaders globally.

In 2023 alone, Dr Holmes has been guest presenter at many leading school conferences including across the US including the annual California Association of Independent Schools (CAIS) Conference in LA, the International Coalition of Girls' Schools Conference (ICGS) in NYC and Cleveland, Pennsylvania Association of Independent Schools (PAIS) in Pennsylvania, and Association for the Advancement of International Education (AAIE) in Washington DC.

Alongside Stephen's many US speaking engagements, he has also long been a sought-after speaker, trainer and consultant with major international school agencies across the world such as ACAMIS, AGIS, CIS, EARCOS, ECIS, NESAS, and WASC.

In 2023 alone, Dr Holmes has already been commissioned for major international and independent school projects in each of: Asia, Australia, Africa, the UK, the Middle East, Europe, the US, and New Zealand.