



the agency
for education

QUICK TIPS

MAKING YOUR OPEN DAY AN OUTSTANDING SUCCESS



Open Days – a unique marketing opportunity for your school

Open Days are different from any other form of marketing you undertake for your school. Effectively, as attendees are there because they're already interested in trusting you with their children's education, you have a captive audience that are eager to be impressed. This means that the ball is very much in your court and it's up to you to deliver a few aces. Of course, the number one priority is to make your Open Day welcoming, memorable and unique.

Here are ten top tips to help you on your way...



TIP 1. What you say is key

Even before you start planning your Open Day, work out what your primary messages are. What are the key things you want to communicate to potential parents and children? What are your strengths? Most importantly, what makes your school unique? Always try to ensure you tell parents and prospective pupils what they need to hear, not just what you want to say.

TIP 2. Creating initial promotional material

Rather than just informing prospective parents about the details of your Open Day, always make it clear what makes your school different in your initial promotional material. Also, don't forget to give alternative avenues of approach for parents who aren't free to attend on the day.

TIP 3. Use every method to spread the word

Think of all the different, cost-effective ways to publicise your Open Day. You can use your stakeholder network in different ways – existing parents can put posters in their workplaces or community spaces and spread the word on social media. Contact your local press to see if they can attend and maybe do a feature on you. You can also send out highly targeted direct mail, and advertising in the press and outdoors. Don't forget the more obvious routes such as letting any feeder schools know what's happening.

TIP 4. Use pupil success stories

Try to use the successes of your pupils in as many different ways as possible. Parents want a school in which their children will thrive and be inspired and spurred on to succeed. Use case studies in posters, videos or personal presentations to show your pupils at their best.

TIP 5. Get as many people involved on the day

Make sure a range of different people who know the school the best are out there talking and selling for you. Pupils are great advocates – they can give the most authentic insights (just make sure who you choose!). Have different people give presentations to provide different views and information. You could even film them beforehand and have some videos playing on a loop in small or self-contained spaces.

TIP 6. Make the day as hands-on as possible

Make sure a range of different people who know the school the best are out there talking and selling for you. Have different people give presentations. You could even film them beforehand and have some videos playing on a loop in small or self-contained spaces.

TIP 7. Always get contact details and feedback

Make sure that everyone who attends fills in a feedback form. The feedback you get (good or bad) will help you in the future. It is important to get the details of the attendees to contact them after the event. Don't make it difficult – name and email address are fine – people are far more reluctant to provide a phone number.

TIP 8. Answer every question!

Try to make sure that no questions have been left unanswered. Small details about your school matter to parents, and any doubt in their mind can cause second thoughts about choosing you. If there is no way to answer a specific question on the day, be sure to follow it up at a later date.

TIP 9. Sharing your Open Day

Try to share your Open Day with anyone who can't be there in person. Maybe use Twitter's Periscope app to live broadcast the event across your social media channels. Definitely record keynote presentations and any creative elements for your website and consider writing a report or a newsletter focusing on the day's highlights.

TIP 10. Always follow up!

A day or two after your Open Day, contact as many people as you can with stories from the event — details of attendees, photographs, videos, the story of the day. Include an invitation to any forthcoming events that highlight the exciting activities of the school. Invite follow-up questions and more opportunities for interaction. Make each contact as personal as possible.

Open Days involve a lot of hard work and planning. Hopefully we have provided some help to make your Open Day a success and put your school in pole position as the number one choice for parents who attend. Best of luck!

Who are The Agency for Education?

The Agency for Education are specialists in design, branding, marketing, graphic design, advertising and digital media for schools, academies, colleges and universities. We can produce everything you need to market your school, enhance your school's environment or communicate with pupils, students, parents and the wider world.

From a one-off project to a complete brand review, we can advise you at a strategic level, creating bespoke marketing and communications designed to deliver results.

Because we appreciate every school is different, we approach each prospectus design with a fresh pair of eyes. We always strive to produce a guide to your school that is different, vibrant and that really sets you apart.

We have produced many prospectuses that have hit the mark for a very varied collection of schools from large independent schools to academies. A few case studies are included here, but if you would like see more of our work visit www.theagencyforeducation.co.uk. Alternatively, if you would like a no obligation chat about any school marketing project, just contact us today on 0121 224 8300 or email info@theagencyforeducation.co.uk



Big ideas for George Dixon Academy

CLIENT

George Dixon Academy | Birmingham

PROJECT

Sixth Form Prospectus

SERVICES

- Brand Strategy
- Identity
- Design for Print
- Copywriting
- Print production

George Dixon Academy (GDA) needed help to position the Sixth Form more effectively within the school community and address declining numbers. GDA want the Sixth Form becomes the natural pathway for pupils through the school, but a reduction in applications suggests that more could be done to improve perception, communication and profile within GDA.

The Agency were commissioned to develop the brand and communication material to give the Sixth Form its own character within the school. Based on the results of research we conducted with staff and pupils, we developed a brand and messaging structure that would form the basis for all future communications, internally and externally.

The concept we developed really told GDA's story. "The small sixth form that thinks big" reflected their huge achievements often against a very challenging backdrop. We created a fresh and vibrant new identity and a conceptual 'prospectus' that told their story in a compelling visual and physical way, with the large format style.



PS Sixth. In tune with the students.

CLIENT

Prior's Field School | Surrey

PROJECT

Sixth Form Prospectus

SERVICES

Brand Development

Identity

Web design

Design for Print

Copywriting

Print production

Prior's Field Sixth form was losing out to competitor colleges because pupils at the independent Prior's Field Girls School that traditionally fed the Sixth Form, felt that the competing colleges were much 'cooler' and more appealing. Prior's Field Sixth needed to make changes to brand perception and communicate their difference to retain and grow pupil numbers.

We choose music and Apple products as the source of inspiration for the brand strap line and the style of the associated marketing material as we felt that this would truly resonate with the intended audience. We created a mini prospectus that was done to resemble an iPod classic along the positioning line "In Tune With You". It folded out and focussed the key differentials that we had identified.

We didn't feel a full blown prospectus would be a good use of resources or as well received. Instead, we focussed on what was most relevant in the mind of the pupils from the research undertaken and succinctly presented the information. We created document folders that were designed to look and feel like Apple laptops, creating the windows on the 'screen' to house key school statements. These were incredibly well received and used flexibly throughout the sixth form.



St John's. In their own words.

CLIENT

St John's School | Essex

PROJECT

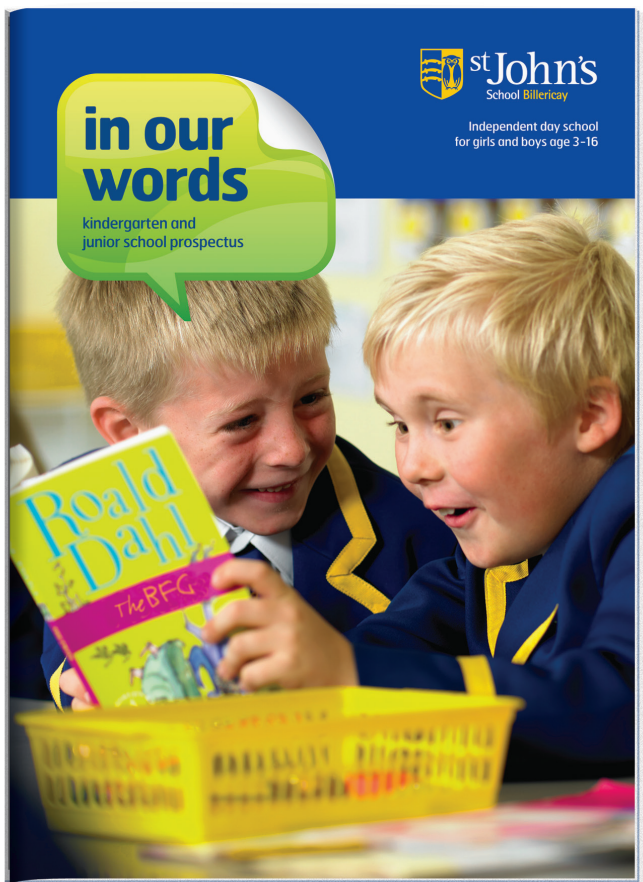
Junior & Senior Prospectus'

SERVICES

- Brand Strategy & Development
- Identity
- Web design
- Design for Print
- Advertising
- Copywriting
- Direct Mail
- Print production

St John's is co-educational independent day school founded in 1928 with a long and proud history by offering their pupils a blend of academic excellence in a caring environment. The school was facing a decline in pupil numbers to larger, better known schools locally. This was predominantly due to its perception and lack of visibility in the local area. The Agency created a brand and marketing campaign to combat both issues head on.

The repositioning of the school built on its core ethos of nurturing happy, individual high achievers formed the cornerstone of a compelling and powerful campaign. The prospectus' were based on a testimonials book in the bursar's office spotted during one of our many visits to St John's. The book contained numerous emotional, heartfelt thankyou letters and postcards from both parents and pupils some of whom had a very challenging time before they attended the school. The was the diamond we always look for, and became the foundation of the powerful prospectus where the story of the school is told "In their own words".





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for education

**Inspired
thinking.**
**Outstanding
creative.**
**Exceptional
results.**

We are not 'just another design company'.

From strategic brand consultancy and marketing to compelling advertising campaigns that deliver results across all channels, we have the perfect blend of commercial acumen and creative genius to help you. Whatever it takes, we deliver – on budget, on time and always way above expectation.



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