



IBSC

International Boys'
Schools Coalition

Are you in UNIFORM?

IBSC Conference – May 2 to 4, Nashville, Tennessee

Sharpening the Case for Boys' Schools and My School: the Vital Partnership of Admissions, Marketing and Communication

First impressions count. Parents are busy people and marketing messages need to be delivered to them clearly and concisely. To do this, your school's staff must speak with one voice. A boys' school that clearly defines itself and understands what sets it apart from its competitors is one that has the opportunity to grow.

Join marketing expert Brad Entwistle at IBSC's conference – on May 2 to 4, hosted by Montgomery Bell Academy in Nashville, Tennessee – and develop clear actions for your school's admissions and marketing department to effectively build your school's brand.

At the end of the conference, you will be able to answer the question 'Why should parents choose our school over another?' with conviction and clarity, in a consistent and memorable way.

So straighten your ties and register now!

Register by April 1 and receive a complimentary webinar consultation to discuss marketing for schools with Brad Entwistle, Managing Director of leading school marketing communications firm imageseven in Australia.