

Frank Discussions about higher education

Getting the right 'bums on seats'

Where do you focus first and most in your bid for the right students?

The advent of tuition fees, anticipation of mergers and potential disappearances, the largest influx of new universities since the last time around, the evolving world of International – life in higher education has never been more challenging. Above all, it's never been harder to get the right student 'bums on seats'.

So where do you focus first? The prospectus? And if so, is it offline, online, long or short, personalised or generalised? Marketing through the recruitment cycle? And then is it offline, online or social, focused on students or their mums and dads? And what about the poor, old beleaguered brand?

We have a point of view. You'll have some bright thoughts. Join us at our next Frank Discussion and see whether we're able to arrive at some answers.

What

For more information and to book your place, phone Michael Coleman on **020 7566 4900** or email m.coleman@frankbrightabel.com

Where and when

Friday, 13 September, 8.15am for 8.30 start, 10am finish
Frank, Bright & Abel, 93 Tabernacle Street, London EC2A 4BA

Breakfast provided