

# Marketing Your University to Prospective Students: Regulation & Good Practice

ETC Venues, One Drummond Gate, London SW1V 2QQ | Thursday, 31st May 2018

10.15 **Registration & Morning Refreshments**

11.00 **Chair's Introduction**

⇒ *Ruth Arnold, Director of Strategic Projects & Public Affairs, University of Sheffield*

11.05 **Complying with Regulatory Duties**

- Updated Advertising Standards Authority guidance
- Evidencing claims of success
- Sanctions for noncompliance
- The reputational impact of making false statements
- Regulations when advertising internationally
- How to respond when other institutions are making dubious claims
- Improving the reputation of the HE sector as a whole
- The role of marketing in widening participation and meeting access agreement commitments

⇒ *Hardeep Parmar, Investigations Executive, Advertising Standards Authority*

⇒ *Rami Labib, Consumer Law Expert, Pinsent Masons*

⇒ *Charles Heymann, Higher Education Communications Adviser & Former Head of Corporate Communications, University of Reading*

13.00 **Networking Lunch**

13.45 **Marketing Good Practice**

- Learning from individual institutional examples of success
- Marketing your institution as a whole
- Marketing individual courses
- Different techniques required for domestic & international students
- Engaging hard to reach groups and non traditional students

⇒ *Ruth Arnold, Director of Strategic Projects & Public Affairs, University of Sheffield*

15.30 **Event Close**

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