



## ISBL Marketing Symposium Webinar

Time	Session
10:00 – 10:15	<p><b>Welcome &amp; Setting the Scene</b></p> <p>Join us for the opening of the ISBL Marketing and Communications Symposium, where we set the scene for the session ahead. This welcome will highlight the growing importance of strategic marketing and communication in education, particularly in a landscape shaped by increasing competition, financial pressures, and heightened stakeholder expectations. Attendees will gain a clear understanding of the day's themes and how each session will support stronger operational and strategic decision-making across their setting.</p> <p><b>ISBL Professional Standards Links</b></p> <ul style="list-style-type: none"> <li>• [1.1], [1.2] – Strategic leadership and organisational direction</li> <li>• [1.7], [1.8] – Communicating vision and engaging stakeholders</li> </ul> <p><b>Speaker:</b>  <b>Phil Burton, Trust Operations and Business Lead</b></p>
10:15 – 10:35	<p><b>Noise to Strategy: Building a School Marketing Plan That Drives Results</b></p> <p><b>Summary:</b>            In a crowded and fast-moving communications landscape, schools must move beyond reactive activity to a clear, structured marketing strategy. This session explores how to align marketing with organisational priorities, strengthen stakeholder engagement, and build a positive and consistent reputation. With a strong focus on practical application, attendees will leave with actionable approaches they can implement immediately no matter how busy their environment.</p> <p><b>ISBL Professional Standards Links</b>            [1.7], [1.8] – Stakeholder engagement and effective communication            [2.4], [2.7] – Strategic planning aligned to organisational priorities            [3.1], [3.3] – Managing reputation and external relationships</p> <p><b>Speaker:</b>  <b>Justin Smith FISBL, FCMI CMgr</b>  <b>Managing Director</b>  <b>Chameleon Consultancy and Training Ltd</b></p>
10:35 – 10:55	<p><b>How to Sweat School Assets</b></p> <p><b>Session Summary</b>            With increasing financial pressures, schools must maximise the value of every resource they have. This session explores how to identify, utilise, and optimise school assets from facilities and spaces to expertise and partnerships to generate additional income and deliver greater community impact. Attendees</p>

	<p>will gain practical ideas to unlock hidden value within their organisation while ensuring alignment with their educational mission.</p> <p><b>ISBL Professional Standards Links</b></p> <ul style="list-style-type: none"> <li>• [2.29], [2.32] – Effective resource management and income generation</li> <li>• [2.35], [2.36] – Financial sustainability and strategic use of assets</li> <li>• [3.2], [3.4] – Building partnerships and community engagement</li> </ul> <p><b>Speaker:</b> <b>Booking Plus</b></p>
10:55 – 11:15	<p><b>Fundraising in Schools</b></p> <p><b>Session Summary</b> Fundraising is becoming an essential component of financial sustainability for schools and trusts. This session will explore how to develop a strategic approach to fundraising, from identifying opportunities and building partnerships to securing grants and sponsorship. With a focus on realistic, time-efficient approaches, attendees will learn how to generate additional income without adding unnecessary workload.</p> <p><b>ISBL Professional Standards Links</b> [2.29], [2.31] – Securing additional income and funding streams [2.35], [2.36] – Financial planning and sustainability [3.3], [3.4] – Developing external partnerships and stakeholder relationships</p> <p><b>Speaker:</b> <b>Richard Manville,</b> <b>Managing Director, FundEd</b></p>
11:15 – 11:35	<p><b>Crisis Communications: What To Do When Things Go Wrong</b></p> <p><b>Session Summary</b> Schools and trusts operate in a high-scrutiny environment where effective communication during challenging situations is critical. This practical session will explore how to prepare for and manage crisis communications—whether responding to safeguarding concerns, inspection outcomes, or operational challenges. Attendees will gain the confidence, tools, and strategies to communicate clearly, protect reputation, and maintain trust with stakeholders when it matters most.</p> <p><b>Learning Focus</b></p> <ul style="list-style-type: none"> <li>• Develop a robust crisis communication plan</li> <li>• Manage media attention and public scrutiny effectively</li> <li>• Respond confidently to high-pressure communication scenarios</li> </ul> <p><b>ISBL Professional Standards Links</b></p> <ul style="list-style-type: none"> <li>• [1.28], [1.32] – Risk management and governance</li> <li>• [3.1], [3.3] – Reputation management and stakeholder communication</li> <li>• [1.7], [1.8] – Clear, strategic communication in complex situations</li> </ul> <p><b>Speaker:</b> <b>Isabella Perales - Associate Director</b> <b>Tiffany Beck OBE</b> <b>PLMR</b></p>
11:45 – 12:00	<p><b>Panel Discussion: Ask the Experts</b></p> <p><b>Session Summary</b> An interactive opportunity to reflect on the morning’s sessions, ask questions, and deepen understanding. This session enables peer learning, shared insights, and practical problem-solving, ensuring attendees leave with clarity and confidence to apply what they’ve learned in their own setting.</p>

	<b>ISBL Professional Standards Links</b> <ul style="list-style-type: none"><li>• [1.6] – Continuous professional development and reflective practice</li><li>• [1.7] – Collaboration and professional dialogue</li><li>• [4.1] – Applying learning to improve practice</li></ul> <b>Chair: Phil Burton, Trust Operations and Business Lead</b>
12:00 – 12:10	<b>Close</b>

**\*\*Programme subject to change\*\***