

Successful strategies for your school / agency partnership

Key areas

- Marketing
- Pricing strategies
- Administration
- Communication



Marketing materials

MARKETING

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MARKET + "some" THING

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**NOT 1 size fits all meaning you have
to use different strategies per market**

DO's

- Ask agents for feedback
- Clearly stated USP
- Understandable programs

DON'Ts

- Brisbane up?
- 1000 pages
- Divert agents attention away

Pricing strategies

DON'Ts

- Creative pricing (combinations of promotions: sliding scales and free weeks and percentage discounts)
- Short-term promotions
- Free upgrade to more intensive course
- Complicated pricing policies in the end of calendar year
- Have regional marketing managers who don't talk to each other

Tuition fees

1. Enrolments received prior to 1st October 2016:

For a 2016 start date; or
 2016 start date carrying over into 2017; or
 2017 start date;
 then 2016 course fees are applicable.

2. Enrolments received between 1st October and 31st December 2016:

For a 2016 start date; or
 2016 start date carrying over into 2017;
 then 2016 course fees are applicable.

For a 2017 start date;
 then 2017 course fees are applicable.

Homestay Fees

1. Students will pay 2016 rates for their stay up until 31/12/2016; from the 1st January 2017 students will then pay the 2017 fee.
2. Any booking made from the 1st January 2017, students will pay 2017 fees.

Pricing strategies

DOs

- Clear simple prices
- 3-6 months promotions
- Calendar year based pricing
- Release prices for next year in advance (ideally be the end of Q3)

Evening courses	Intensive General English, Intensive IELTS Exam Preparation & Intensive Academic English:		
	2-52 weeks	\$290/w	Unchanged
	Cambridge Exam Preparation Courses:		
	Intensive Cambridge Exam Preparation (PET, FCE & CAE)	\$290/w	Unchanged
Materials	Course Materials – 2-6 weeks	\$100	Unchanged
	Course Materials – 7-12 weeks	\$140	
	Course Materials – 13-16 weeks	\$180	
	Course Materials – 17-24 weeks	\$210	
	Course Materials – 25-35 weeks	\$260	
	Course Materials – 36+ weeks	\$300	
Exams	PET exam	\$300	New offer!
	FCE exam	\$320	Unchanged
	CAE exam	\$320	
	CPE exam	\$340	



Make a price list so simple that calculating an offer for client take max 5mins! And try it yourself!

Administration

DOs

- Be clear in the roles division within your institution/school

- Sales reports (use CRM)

 - Provide on regular basis

 - Send number & analysis

- Clear procedures in commission payment:

 - On time

 - Right bank account

DON'Ts

- Contact anyone in the agency

- Long contracts / unclear contracts / to be renews on yearly basis

- Clear information about what is your response time to the agency

Administration ~ Reports

Assessment: 1436 weeks total, 6% up on sales, and 4% down on revenue. Increase in both IELTS and Cambridge enrolments and a decline (10%) in Intensive English enrolments compared with last year. [REDACTED] and [REDACTED] had a significant drop in sales and [REDACTED] campus had a huge increase of 93% compared with Q2 last year.

Most popular school: [REDACTED]

Most popular course: Intensive English (Day) followed by Intensive English Evening. There has also been an increase in Cambridge (10 week) courses.

2016 Q2 Net weekly revenue = \$155.06

Communication

DOs

- Use reports during icef meetings
- Provide agenda prior to agent visit
- Training video's (reusable)
- English please (even amongst native speakers of your own mothertongue)

• DON'Ts

- Communicate right information to the right people within agency don't bombard everyone
- Long emails
- Relay in emails also use phone / skype / whatsapp etc etc
- Send information in different language

Information Planet

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International Operations Manager

Information Planet Global

- 7 years in the industry (attended 18 industry workshops)
- In depth understanding of EU and Lat Am markets
- Lived and studied in Australia and the UK (MSc)

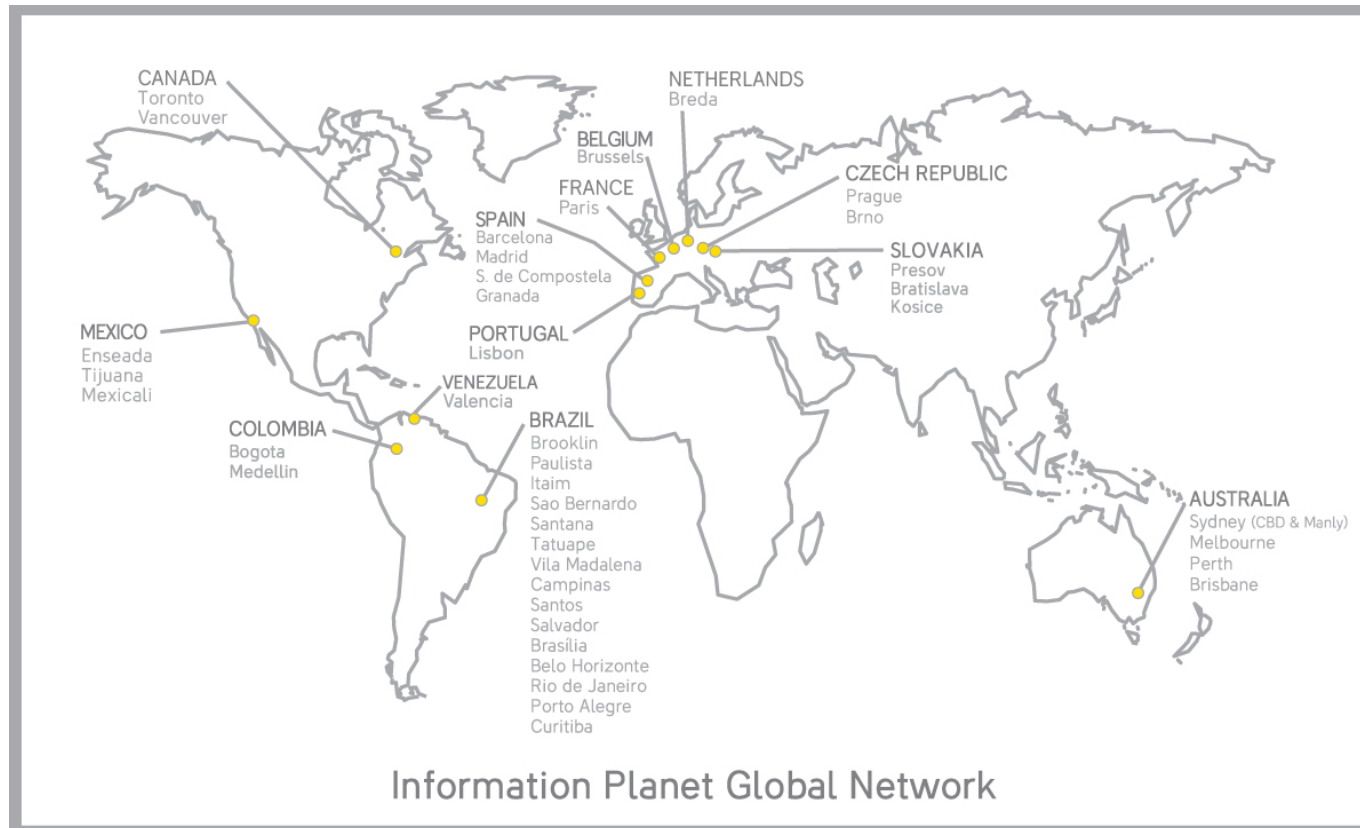
Jeroen BASTIAANSEN

Director

Information Planet Netherlands

- 10 years in the industry (attended 20 ICEFs)
- Worked for IT companies, Army and Embassy.
- Owner of several education brands (Information planet Netherlands | Study-Globe | Stagehuis | Internship provider | GET international)
- Lived in New Zealand, Yemen, Russia

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Q&A

Thank you for coming!