



Forward Thinking Schools

Grebot Donnelly Associates (GDA) are the leading Education PR and Marketing specialists, offering wide ranging support and advice – whether it's review and audit to gain an insight into perceptions of your school in the community, photography, a new prospectus/ website or help with implementing a forward thinking marketing strategy to improve your school's reputation. Or perhaps you want to embrace technology to promote your school, using a DVD to celebrate your achievements, both internally and externally (see the GDA autumn term offer overleaf).

“GDA are the leading Education PR and Marketing specialists”

Where there is choice there needs to be marketing. Contact GDA for flexible, creative, strategic and practical solutions and a fresh perspective on your school's future.

Success Acceleration through PR and Marketing

A population boom and the recession are thought to be behind the current surge in state school applications. Parents are also looking for high-quality education and as families become more discerning there will be additional pressure on schools linked to communications. In addition, the new Ofsted framework includes a new judgement on how schools engage with parents. As part of future inspections questionnaires will be issued to parents, pupils and staff to find out their views of your school.

If you want to be proactive in maximising opportunities to raise your profile, strengthen your reputation and make yours the school of choice for parents, pupils and staff, then this is the time to develop and implement a PR and marketing strategy for your school.

“this is the time to develop and implement a PR and marketing strategy for your school”

We know that budgets are tight and communications activities are competing with other resources. However, there has never been a more important time to reflect on your reputation and your communications. We would, therefore, like to offer you some cost effective options:

1. Join **Keys2Marketing** at www.keys2marketing.org.uk/membership.htm. GDA offers state schools **free** membership providing advice, support and training on all aspects of marketing and communications and an opportunity to share good practice with other schools.
2. Book a place on the **Keys2Marketing November conference** – full details overleaf.
3. Call us on **020 8892 2242** and find out about our **bespoke tailor-made** packages offering a one year marketing strategy plus a promotional item of print – prices from £5,000.

Join the growing number of schools that have used our range of PR and marketing tools to accelerate their success.



Our Keys2Marketing Conference

'An Outstanding School' – Success Acceleration through PR and Marketing

Conference Chair: Charlie Stayt, BBC News Presenter

Our Keys2Marketing (K2M) autumn term conference promises to be a pivotal date in the PR and marketing school diary. At a central London venue with guest speakers representing broadcast journalism, public relations, local authorities, schools and academies, this conference is a must.

It will challenge you to think about your school, your reputation and brand, relationships internal and external, as well as offer you the chance to network and share best practice. This conference will be of interest to academies, primary and secondary schools.

Our conference arrangements are outlined below but check our website for the full programme and registration form at www.keys2marketing.org.uk/events.htm. Places will be allocated on a first come, first served basis so book now to guarantee a place.

"This conference will be of interest to academies, primary and secondary schools"

When

Wednesday 11 November 2009

Where

Chartered Institute of Public Relations
52-53 Russell Square, London WC1

Time

9.00am for a 9.30am start to 12.40pm followed by a buffet lunch

What

Challenging schools, academies and organisations to think about PR and marketing and how they can benefit from it

Cost

£120.00 per attendee

Discount

We are offering a special price of **£90.00** for K2M members and GDA clients

To book

Please complete the form at
www.keys2marketing.org.uk/events.htm



Star Attraction

We know schools are rich with activities for pupils – trips, visitors, projects, competitions, curricular and extra-curricular opportunities, but are not always as good at celebrating and highlighting these achievements. If a picture speaks a thousand words, then imagine what a DVD can do to capture and convey what is special about your school.

The GDA offer for the autumn term is a 20% price reduction (current prices from £3,950) on the production of a short DVD of your school, professionally shot by an award winning director, including planning, scriptwriting, filming, editing and production. Our DVD offer extends to all the schools and academies we work with and to all Keys2Marketing members.

Remember that while your DVD should form part of an integrated approach to promoting your school, there are also times when you just need to celebrate and shout loud about all the good things that you do.

Grebot Donnelly Associates Limited,
GDA House, 1 The Mews
Bridge Road
Twickenham TW1 1RE

T: 020 8892 2242

F: 020 8892 3339

E: info@grebotdonnelly.com

www.grebotdonnelly.com