



# Brand Development in education workshop

## Your brand is not just your logo

Brand Development is an important part of understanding, effectively communicating and demonstrating your school vision and culture with your community.

In this workshop we will explore:

- brand development in education
- challenges and planning for solutions - where you are now and where you want to be
- Understanding how to increase and effectively sustain enrolments in your school
- clarity on what to focus on when developing a school brand.
- understand your ideal market, who they are and how to appeal to them.
- strategies to understand your school value so you can communicate effectively and stand out in a crowded market.

Throughout the workshop we focus on four specific topics:

- Perceptions
- Support Base
- Value
- Communication

At the completion of the one day workshop you and your team will leave with a clear plan of action using our CLEAR tool for planning, setting goals and taking action to achieve results.

You will also have a clear understanding of what areas you need to focus on to improve your school culture, and ultimately your brand.

Who is this workshop for?

Ideal for school leaders, teachers and parents to enable a partnership approach to developing school culture and understanding your brand message.

A great opportunity to spend the day as a team, together analysing your school brand, sharing ideas with your team and other schools and working on a plan of action.

For further information or to book this workshop for your school or cluster group, contact Rachel on 0419 371 876 or go to [www.practicallylearning.com.au/events](http://www.practicallylearning.com.au/events)

*I consolidated my learning in the importance of making parents aware of the Vision we have for learning at our school. I also learned more about the importance of dealing with issues as they arise and having an honest and open discussion with parents about problems.*

*I now have a better understanding of what a school Brand means and how the experience associated with it impacts on the perceptions of others. Successfully promoting our school will involve marketing it in a way which aligns with the views and values of our families and those in our community.*

**practicallylearning**  
inspiring positive learning communities