



MARKETING BOOTCAMP SCHEDULE

FULL SCHEDULE TO COME

Day 1

- 3:00 PM CHECK IN
- 5:15 PM DEPART HOTEL

- 5:30 PM REGISTRATION & WELCOME RECEPTION
- 6:30 PM OPENING SESSION
Clarifying Your Vision to Tell Your Story
- 7:30 PM DINNER
- 8:30 PM RETURN TO HOTEL

Day 2

- 7:00 AM OPTIONAL BREAKFAST @ HOTEL
- 7:45 AM DEPART HOTEL
- 8:00 AM MORNING DEVOTION & COFFEE
- 8:30 AM SESSION 2
Messaging, Messaging, Messaging
- 10:15 AM SESSION 3
Improving Your Enrollment Closing Process
- 11:30 AM LUNCH
- 12:30 PM SESSION 4
Understanding Parent Satisfaction & Word-of-Mouth
- 2:00 PM SESSION 5
Enhancing Your Online Presence through Web & Email

Snacks, beverages & breaks provided throughout sessions



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SIMI VALLEY, CA | JUNE 14 - JUNE 16, 2022

Day 2 continued

- 3:00 PM REFLECTION & WORKBOOK TIME
- 4:30 PM SESSION 6
Using Tuition Assistance as an Enrollment Strategy
- 5:00 PM INTERACTIVE BREAKOUT - WEB 2.0
- 5:45 PM DEBRIEF & LOOK TO TOMORROW
- 6:30 PM DINNER
- 8:15 PM DEPART TO HOTEL

Day 3

- 7:00 AM OPTIONAL BREAKFAST @ HOTEL
Leave Luggage @ hotel Room or Front Desk
- 7:45 AM DEPART HOTEL
- 8:00 AM MORNING DEVOTION & COFFEE
- 8:30 AM BUILDING YOUR MARKETING PRIORITIES
- 11:25 AM CLOSING SESSION
- 11:45 AM LUNCH
- 12:00 PM TRANSPORTATION TO HOTEL

As a reminder, we ask that all attendees attend every activity, meal, and workshop. Your seat is valued at \$2,000 and is completely covered by the foundation as our investment in your leadership and your school. In return, we ask for full attendance and engagement.