



# MARKETING BOOTCAMP SCHEDULE

FULL SCHEDULE TO COME

## Day 1

- 3:00 PM HOTEL CHECK IN
- 5:00 PM OPENING EVENING
- Networking
  - Opening Session
  - Dinner
- 8:00 PM CLOSING
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## Day 2

- 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
- 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

Snacks, beverages & breaks provided throughout sessions



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## Day 3

- 8:00 AM MORNING DEVOTION & COFFEE
- 8:30 AM BUILDING YOUR MARKETING PRIORITIES  
1:1 Coaching Sessions
- 11:25 AM CLOSING SESSION
- 11:45 AM LUNCH TOGETHER OR ON THE GO

Snacks, beverages & breaks provided throughout sessions

Hotel, on the ground transportation, meals, and event fee are covered by the Herzog Foundation.

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.