



SCHOOL MARKETING SUMMIT HOSTED AT VALLEY LUTHERAN SCHOOL, CEDAR FALLS  
FRIDAY, MARCH 22, 2019 | 9AM – 3PM

## MARKETING & ENROLLMENT STRATEGIES HOW TO TELL YOUR STORY IN A NOISY WORLD

### DO YOU WANT TO LEARN HOW TO...

- Clarify your vision & mission?
- Think through the story you tell?
- Market effectively on digital platforms?
- Take advantage of word-of-mouth marketing?
- Improve your enrollment closing process?
- Retain more of your current families?
- Handle the money issue with prospective families?
- Create an action plan and marketing calendar?

Join us on **Friday, March 22, from 9AM – 3PM for a masterclass with Jim McKenzie**, who tripled his school's enrollment over the past eight years!

Lunch will be provided!

### WHO SHOULD COME?

All who help with marketing and the student enrollment process are invited! This includes staff members, administrators, EC Directors, admissions counselors, administrative assistants, lay leaders, parent volunteers, and pastors at high schools, elementary schools, preschools, and early childhood centers.

### WHAT'S THE COST?

**\$60/person OR \$75/group** (unlimited number of people) from the same school/center  
Register at [www.lcmside.org/2019-school-marketing-summit](http://www.lcmside.org/2019-school-marketing-summit) or fill out the next page and return to Pam Krog at Iowa District East Office. **Registration deadline is Monday, March 18.**

### WHO IS JIM MCKENZIE?



Jim McKenzie serves as Headmaster at the Rock School in Gainesville, FL. Since 2008, he's tripled enrollment from 140 to more than 420 students. The school has maintained strong retention rates, extremely high national parent satisfaction scores, and increased tuition more than 50%. Jim has 10 years' experience in coaching, training, and consulting with Christian schools. Jim's presentations are consistently praised for his passionate and energetic delivery and for his ability to connect high-level strategy with practical application.

**YOU'LL LEAVE WITH BOTH THE MOTIVATION AND THE MECHANICS TO DO MARKETING THE RIGHT WAY!**



# WELCOME!

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SCHOOL MARKETING SUMMIT | VALLEY SCHOOL, CEDAR FALLS | FRIDAY, MARCH 22 | 9 A.M. – 3 P.M.

### To Do . . .

1. CHECK IN / REGISTER
2. GRAB A HANDOUT & A PEN
3. FIND A TABLE
4. FILL OUT & PUT ON YOUR NAME TAG

### SCHEDULE

- 8:45 – 9:00 a.m. Registration
- 9:00 – 9:15 a.m. Opening prayer & devotion
- 9:15 a.m. – 12:00 p.m. Jim McKenzie
- 12:00 – 12:30 p.m. Lunch
- 12:30 – 3:00 p.m. Jim McKenzie
- 3:00 – 3:10 Closing devotion and wrap up



**MARKETING & ENROLLMENT STRATEGIES** HOW TO  
TELL YOUR STORY IN A NOISY WORLD

**SCHOOL MARKETING SUMMIT**

HOSTED AT VALLEY SCHOOL

4520 ROWND STREET, CEDAR FALLS, IA FRIDAY, MARCH 22 | 9AM – 3PM

**REGISTRATION**

Name of School: \_\_\_\_\_ City, State: \_\_\_\_\_

Contact from School: \_\_\_\_\_ Best Phone: \_\_\_\_\_

ATTENDEES

Name: \_\_\_\_\_ Lunch Choice: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Lunch Choice: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Lunch Choice: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Lunch Choice: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Lunch Choice: \_\_\_\_\_ Email: \_\_\_\_\_

The School Marketing Summit registration fee is **\$60.00 / person** or **\$75.00 / group** (unlimited number of people) from the same school or center. Lunch is included! Please note the lunch preference for each attendee. **(T)** turkey, **(RB)** roast beef, **(H)** ham and **(V)** vegetarian.

Make checks payable to Iowa District East and mail to: Pam Krog  
Iowa District East Office  
1100 Blairs Ferry Rd  
Marion IA 52302

Total Enclosed: \$ \_\_\_\_\_ Registration deadline is **Monday, March 18, 2019.**

**You may also register and pay with a credit card online at**

[www.lcmside.org/2019-school-marketing-summit](http://www.lcmside.org/2019-school-marketing-summit)

In case of change or weather, the contact name and phone number will be used.