



# CREATING BRAND AWARENESS IN THE ADULT STUDENT MARKET

March 21, 2017 :: 1:00 - 2:30 p.m. EDT

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*Is your institution positioned to grow with an increasing adult student population?*  
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## OVERVIEW

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Learn how you can increase your brand relevance and become “part of the conversation” among a growing adult student market. Through numerous institutional examples, this webcast will teach you how you can position your specific programs and services to appeal more directly to prospective adult students. Whether your institution is looking to begin bringing in adult students for the first time, or is trying to strengthen your existing brand awareness among adult students, you will leave with ideas for applying what you learn to both improve and better position your own offerings.

## ESSENTIALS FOR MARKETING TO ADULT STUDENTS

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This is the second of three programs focused on helping you better market to and recruit adult students. Save 25% when you register for the entire series that also includes:

- Selling Your Value to Adult Students
- Prioritizing Marketing Tactics for Adult Student Recruitment

[View the three-part series.](#)

[VISIT EVENT PAGE](#)

[www.academicimpressions.com/webcast/creating-brand-awareness-adult-student-market-march-2017](http://www.academicimpressions.com/webcast/creating-brand-awareness-adult-student-market-march-2017)



## WHO SHOULD ATTEND

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Enrollment management, academic leadership, marketing, and admissions professionals who would like to learn more about increasing their institution's brand relevancy to the adult student market (for either online or in-person programs) will benefit from this webcast.

## LEARNING OUTCOME

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After participating in this online training, you will be better equipped to increase brand relevance and recognition among your adult student markets.

## CONTACT US FOR MORE INFORMATION

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Contact Sarah Seigle, Program Manager at [Sarah@academicimpressions.com](mailto:Sarah@academicimpressions.com) or 720-988-1216 if you'd like additional information about the program.



## AGENDA

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Tuesday, March 21, 2017 :: 1:00 - 2:30 p.m. EDT

- ➔ **Defining brand awareness in the adult student market**
  - The role of program offerings in determining brand
  - The role of marketing & advertising in spreading awareness
  - The Harper College example: challenges & opportunities
- ➔ **Spreading brand awareness using internal partners**
  - Marketing
  - Internal departments
  - Staff and faculty
  - Current students
- ➔ **Spreading brand awareness using external partners**
  - Community colleges and transfer institutions
  - Government/business partners
  - Alumni

## INSTRUCTOR

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### **Mike Barzacchini, Director of Marketing Services, Harper College**

Mike Barzacchini has worked in marketing and public relations for more than 20 years. For the past 16 years, he has served as director of the Marketing Services Department at Harper College. Mike developed Harper's first branding campaign and leads the College's integrated marketing, Web, and social media initiatives.

Along with his higher ed experience, Mike has created communication campaigns for healthcare organizations, state government agencies, manufacturers, and consumer service companies. Whether leading a workshop, writing copy for a direct marketing project or planning a campaign, Mike's work is guided by the following three principles: access, usability, and relevance.



 PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

## PRICING & REGISTRATION (CIRCLE ONE)

BEST VALUE	LIVE WEBCAST	WEBCAST RECORDING	WITH AI PRO MEMBERSHIP
Live Webcast + CD Recording	Live Webcast (Additional connection \$195 each)	CD Recording (\$35 shipping fee outside of U.S. and Canada) or Digital Recording	Get Webcasts FREE with your qualifying AI Pro membership  <a href="#">Learn More</a>
\$525	\$350	\$350	FREE

### EARLY BIRD PRICING

Postmarked on or before March 14, 2017. After March 14, 2017, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies.

[REGISTER ONLINE](#) or below.

### PAYMENT METHOD:

We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237.

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### CHECK/INVOICE

My check is included and covers \_\_\_\_\_ registration(s) Check # \_\_\_\_\_