



SELLING YOUR VALUE TO ADULT STUDENTS

March 13, 2017 :: 1:00 - 2:30 p.m. EDT

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Are you focusing on the right aspects of your program when communicating with prospective adult students?

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OVERVIEW

More than ever, you need to have a clear value proposition and clear messaging to differentiate yourself from your competitors who offer specific adult-focused undergraduate, graduate, and/or degree-completion programs. Join us to learn what aspects of your program you should be emphasizing to your prospective adult student markets. Throughout this training, you will see numerous institutional examples of successful communications for non-traditional students across multiple channels.

ESSENTIALS FOR MARKETING TO ADULT STUDENTS

This is the first 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:

- Creating Brand Awareness in the Adult Student Market
- Prioritizing Marketing Tactics for Adult Student Recruitment

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

[VISIT EVENT PAGE](#)

www.academicimpressions.com/webcast/selling-your-value-adult-students-march-2017



WHO SHOULD ATTEND

Enrollment management, academic leadership, marketing, and admissions professionals who are responsible for marketing to and recruiting adult students for graduate programs will benefit from this webcast.

LEARNING OUTCOME

After participating in this online training, you will be able to sell the value of your programs more effectively to your adult student markets.

CONTACT US FOR MORE INFORMATION

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



AGENDA

Monday, March 13, 2017 :: 1:00 - 2:30 p.m. EDT

➔ **Shaping Your Value Proposition**

- What do adult students care about?
- Institutional level vs. academic program level
- Value messaging strategy
- Measuring your value proposition vs. those of your competitors
- Examples

➔ **Other Aspects of Value: Affordability and Service Delivery**

- Where should affordability messages fit in for the adult student market?
- How does service delivery tie into value for adult students?
- Examples

➔ **Moving Forward**

- Results and student responses
- Continued challenges and plans for improvement
- Key takeaways

INSTRUCTOR

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
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EARLY BIRD PRICING

Postmarked on or before March 6, 2017. After March 6, 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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