WRITING RIGHT FOR THE WEB: FOCUSING ON STUDENT RECRUITMENT
March 27–28, 2014
Denver, CO
Are you getting the most out of your website and other communications to convert prospects to applicants?

OVERVIEW

Research repeatedly shows that your campus website is one of the most influential resources on a potential student’s application decision. Future students’ opinions of your institution improve when they connect to you easily and quickly online, but sustaining this connection throughout multiple touchpoints during the recruitment process requires careful coordination of style and content from desktop to mobile.

Join Bob Johnson in Denver to explore four web writing principles that will help prospective students connect with your institution:

- Useful
- Scannable
- Concise
- Engaging

While we will focus primarily on improving student recruitment through content on your website, we will also incorporate examples from both social media and recruitment email.

WHO SHOULD ATTEND

Communications or online marketing specialists, as well as admissions and enrollment staff who regularly use digital marketing to recruit traditional, graduate, or online students will learn and apply principles for web and email content that helps convert prospects to applicants. You will leave this conference with tips on how to achieve optimal user experiences across a range of devices.

LEARNING OUTCOME

After participating in this conference, you will be able to apply content presentation and writing principles to your digital marketing efforts to help improve student recruitment.

ATTEND AS A TEAM AND SAVE!

We know that critical issues and challenges require the input and support of many campus stakeholders. To help make it possible for your team to attend, for every two registrants, the third is 1/2 off!

CLICK HERE TO REGISTER
LEARN AND WORK EVENT

This workshop will not only present writing and content presentation principles and techniques but will also give you significant time on-site to apply the principles to your own web content and receive immediate feedback from an expert in the field. This format is right for you if:

→ You desire a mix of presentation, discussion, and working time.
→ You can select and bring to the workshop specific web content from your institution that you want to improve.
→ You want to receive feedback on your own web content during the workshop both from Bob Johnson and from attendees.
→ You wish to learn what others are doing with web content on their own campuses.

To ensure maximum interactivity and personal attention, enrollment is limited. Take advantage of this unique opportunity while space is still available!

Shortly before the workshop, you will receive more information on what you need to bring.

OPTIONAL POST-CONFERENCE WORKSHOP


Once your Web content simplifies the completion of top tasks, your charge is to gain even more site visitors and convert them to applicants. In this workshop, you will learn how to write to help search engines find your institution and academic programs. We'll discuss how to test for keywords and key phrases that work, and we'll review the impact of the Hummingbird search algorithm release this past September, in which Google introduced “conversational search.”
AGENDA

THURSDAY, MARCH 27, 2014

8:30 - 9:00 a.m.  Continental breakfast (included in registration fee)

MORNING OF DAY 1

9:00 a.m. - 12:00 p.m.  Conference welcome

Making Your Web Content Useful for Student Recruitment
Aligning your web content with the tasks prospective students most want to accomplish is challenging. This session will introduce how to select content for your webpages so that the content offers the most value. You’ll leave with foundational tips on how to achieve this in a mobile world.

Morning break

Making Your Web Content Scannable for Student Recruitment: Exercise Included
The way you structure content on the pages of your website influences the experiences of potential students. This session will detail how to organize and present content, offering concrete guidelines for headings, sub-headings, paragraphs, sentences, lists, links, and pictures. We will include time for you to work on a block of content to make it more scannable, and we’ll discuss a few samples as a group.

12:00 - 1:00 p.m.  Lunch (included in registration fee)

AFTERNOON OF DAY 1

1:00 - 4:30 p.m.  Making Your Web Content Concise for Student Recruitment: Exercise Included
Given the lengthy content you may be drawing from, keeping recruitment information on your website clean and simple can be especially tricky. The constraints of small-screen environments only increase the challenge. In this session, you will learn how to include needed detail—but in fewer words. This session will also include a content-shortening exercise, in which you will have dedicated time to condense a block of copy for either a large-screen or small-screen environment.

Making Your Web Content Engaging for Student Recruitment
No matter which devices you’re creating content for, your first priority should be to help potential students complete the tasks most important to them. This session will detail how you can use both content presentation and writing principles to help prospects complete top tasks. You will also learn how to personalize their experiences by using Carewords, calls to action, testimonials, and other tools.

Afternoon break
Exercise: Making Your Web Content Engaging for Student Recruitment
Now that you’re armed with tips for making your recruitment content more engaging, you will have time in this exercise to rewrite a block of content from your website that needs a greater focus on task completion. Near the end of the exercise, we will review a few samples from the group.

Day 1 Wrap-Up

4:30 - 5:30 p.m.  Networking reception (included in registration fee)

FRIDAY, MARCH 28, 2014

8:30 - 9:00 a.m.  Continental breakfast (included in registration fee)

MORNING OF DAY 2

9:00 a.m. - 12:00 p.m.  Showcase and Critique of Attendee Web Content
Join us for this session to discover how other attendees are using digital marketing content to help convert prospects to applicants. You will have the opportunity to share samples of your own content and receive feedback from the group.

Break

Special Feature: Responding to Potential Student Inquiries by Email and Text Message
Once your web content simplifies the completion of common tasks such as making an inquiry, your charge is to convert even more prospects to applicants. How can subsequent emails and even text messages from your institution help prospects feel more connected and thus more likely to apply? We’ll cover initial response time and frequency, as well as content and style.

Addressing the Politics of Content Strategy Change
Even if you’re comfortable applying content presentation and writing principles to your web content, your task is not yet complete. You still must implement changes across many pages, and you must collaborate with many different stakeholders. How can you effectively steward this process for your department or your campus? In this final session of the conference, we will discuss how to effect changes in a variety of campus cultures—including those with decentralized structures and numerous content contributors.
FRIDAY, MARCH 28, 2014 (CONTINUED)

AFTERNOON OF DAY 2

OPTIONAL POST-CONFERENCE WORKSHOP: PANDAS, PENGUINS, AND HUMMINGBIRDS: SEARCH ENGINE OPTIMIZATION (SEO) IN A NEW GOOGLE WORLD

12:00 - 1:00 p.m.  Lunch for post-conference workshop attendees (included in workshop registration fee)
1:00 - 3:45 p.m.  Optional post-conference workshop (includes catered afternoon break)

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INSTRUCTORS

**ROBERT E. JOHNSON, PH.D. / President**
Bob Johnson Consulting

Bob Johnson is president of Bob Johnson Consulting, LLC, where he has worked with 67 colleges, universities, and professional associations since 2006 to develop strong online marketing communication programs. Specialties include Customer Carewords research to better engage website visitors, marketing communication reviews of college and university websites, and “Writing Right for the Web” workshops. He is a partner with Gerry McGovern at Customer Carewords, Ltd in Dublin, Ireland.

Bob is the editor of the popular email newsletter *Your Higher Education Marketing Newsletter*, sent monthly to 3,600 subscribers; the @highedmarketing Twitter site, with more than 6,000 followers; and “Bob Johnson’s Blog on Higher Education Marketing.” He is also the author of chapters in *Advancement and the Web: Thriving in a New World* and *Transforming Your Web Site into a Collaboration Marketing Tool*, and co-editor of *Integrated Marketing Communication, A Practical Guide to Developing Comprehensive Communication Strategies*. Both are CASE publications.
HOTEL RESERVATIONS

The conference will be held at:
Marriott Denver City Center
1701 California Street
Denver, CO 80202

To reserve your room, call 303-297-1300. Please indicate that you are with the Academic Impressions group to receive the room rate of $179 for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of March 26 and 27, 2014. Reservations must be made by March 4, 2014. There are a limited number of rooms available at the conference rate. Please make your reservations early.

Our AAA 4-Diamond hotel is centrally located in downtown Denver. Enjoy luxury and convenience near Denver’s Coors Field, Pepsi Center, Sports Authority Field at Mile High, and the chic LoDo District. Head to 16th Street Mall near our Denver hotel for the great dining, vibrant nightlife, and trendy shopping in Downtown.

Hotel is 26 miles from Denver International Airport

→ SuperShuttle; fee: $23 (one way)
→ Bus service, fee: $11 (one way)
→ Estimated taxi fare: $65 (one way)
The content of the page is as follows:

**REGISTRATION FEES**

Your registration fee includes: Full access to all conference sessions and materials, breakfast, lunch, and access to the networking reception on Thursday, breakfast on Friday, as well as refreshments and snacks throughout the conference.

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Best Values

Conference + post-conference workshop - $1395 USD
□ __ # of attendees

Conference

Conference only - $1095 USD
□ __ # of attendees

Workshop

Post-conference workshop only - $395 USD
□ __ # of attendees

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Total________________

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ATTEND AS A TEAM – remember, for every two registrants, the third is 1/2 off.

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EARLY BIRD PRICING

Postmarked on or before March 7, 2014. For registrations postmarked after March 7, 2014, an additional $100 fee per registrant applies.

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REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by December 27, 2014. A $100 processing fee will be assessed. After December 27, 2014, a credit (less $100 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, Web conferences, audio proceedings, or Web conference archives. In case this event is cancelled, Academic Impressions’ liability is limited to a refund of this registration fee only. Purchasing questions, please contact us at 720.488.6800.

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By submitting this registration form, you agree to the terms and conditions of the above cancellation policy.

Visit our website to register online:

http://www.academicimpressions.com/conference/writing-right-web-increasing-student-enrollment
ACADEMIC IMPRESSIONS CANCELLATION AND REFUND POLICIES

SATISFACTION PROMISE
We want you to be satisfied with your Academic Impressions learning experience. If the program you purchased fails to meet your expectations, please contact us within 30 days and let us know. We’ll credit the full amount you paid toward another AI program that may better fit your needs.

CONFERENCES
For in-person conferences, substitute registrants are welcome and may be named free of charge at any time. If you cancel 8 weeks or more prior to the first date of the conference, you will receive a full refund, less a $100.00 service charge per attendee.

If you cancel within 8 weeks of the first date of the conference, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not attend and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions’ liability is limited to a refund of the registration fee only.

WEBCASTS AND ONLINE COURSES
For webcasts and online courses, substitute registrants are welcome and may be named free of charge at any time prior to the day of the webcast. When available, you may also switch your webcast or online course order from a live connection to an on-demand download or CD recording (and vice versa) at no additional cost (shipping charges will apply to CD Recording orders outside the U.S. or Canada).

If you cancel 8 weeks or more prior to the webcast or online course date, you will receive a full refund, less a $75.00 service charge. If you cancel within 8 weeks of the webcast or online course date, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not login to view the webcast or online course and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions’ liability is limited to a refund of the registration fee only.

RECORDINGS, ON-DEMAND DOWNLOADS, MONOGRAPHS AND OTHER PUBLICATIONS
All sales are final. No cancellations or refunds provided.
### Conference Registration Information

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**IF THIS CONFERENCE PARTICIPANT HAS ANY DIETARY OR ACCESSIBILITY NEEDS, PLEASE LIST THEM IN THE SPACE BELOW. WE WILL DO OUR BEST TO ACCOMMODATE THESE NEEDS.**

How did you hear about this event? (email from AI, ACPA, colleague forwarded email, The Chronicle, etc.)

If you would like us to send a copy of your registration confirmation or receipt to someone else, please complete this section.

### Additional Contact Information

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Please fax all registration pages to: 303.221.2259

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

Credit Card

Name on Card

Account Number

Billing Address

Billing City

Billing State

Billing Zip Code/Postal Code

Exp. Date

Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx)

Check/Invoice

□ My check is included and covers _______ registration(s) Check # ________________

□ Please invoice me, Purchase Order # ____________________________ (PO # not required to receive invoice)

Free Higher Ed News and Analysis

Each conference registration includes a subscription to Higher Ed Impact, a free industry scan of news, trends, and research on higher education, delivered in an easy-to-scan email. Higher Ed Impact (HEI) includes:

□ HEI: Daily Pulse – impactful news, trends, and practices, sent daily

□ HEI: Weekly Scan – the week’s most critical news, with analysis of top stories and trends, sent on Fridays

□ HEI: Monthly Diagnostic – practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

List the names of the registrants you’d like to sign up:

Note if you do not provide any names in the above space, all attendees will be signed up for the options selected.