



CONFERENCE

LEVERAGING HIGH IMPACT STORIES TO BUILD INSTITUTIONAL VISIBILITY

October 29 - 30, 2018

Boston, MA





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Learn strategies to convey your institution's most powerful stories in the most compelling ways.

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OVERVIEW

Humans are wired for narrative, so stories can act as powerful motivators to those who are touched by them. Institutions are more likely to build connection, engagement, affinity, and inspiration with a story than with more traditional “sales-oriented” forms of marketing. While storytelling is often discussed in the world of higher ed marketing, few schools are doing it in a way that is intentional, strategic, and sustainable.

It takes creativity to know a great story and how to share it in a compelling and authentic way, but there is also a science behind effective storytelling. No matter the medium (written or visual), one must have insight and data about target audiences and a strong brand strategy to provide the roots for growing narratives. During this highly interactive workshop, you will explore storytelling through both artistic and scientific lenses and work with your peers and our expert instructors to hone the skills you need to create high-impact stories for your campus.

WHO SHOULD ATTEND

This program has been designed for higher ed marketing and communications professionals who are looking to enhance storytelling strategies. You will learn how to identify the right stories and match them to the most compelling medium in order to most effectively convey your narrative. You'll leave this event able to build a high-impact strategy across multiple digital channels and platforms.

LEARNING OUTCOME

After participating in this conference, you will be able to build a high-impact storytelling strategy in your area of focus.

[VISIT EVENT PAGE](#)

www.academicimpressions.com/leveraging-high-impact-stories-build-institutional-visibility/



AGENDA

DAY ONE: THE ART AND SCIENCE OF STORYTELLING

8:30 - 9:00 a.m.

Registration and Continental Breakfast (included in registration fee)

9:00 - 9:15 a.m.

Introductions

9:15 - 10:30 a.m.

Building Your Storytelling Philosophy

A sustainable storytelling strategy must be rooted in a philosophy that is shared across the team, and it should be tied to the greater mission and vision of the institution. What is your current institutional approach to storytelling? During this session, you will see examples of great storytelling, reflect on how storytelling is currently handled at your institution, and begin to think about how you would like to approach it moving forward.

10:30 - 10:45 a.m.

Morning Break

10:45 a.m. - 12:00 p.m.

Knowing your Audience: The Importance of Data (includes activity)

Before writing a story, you must understand your target audience. What sort of data will help with storytelling? During this session, our expert instructor will discuss how to gather insights on your target audience to help you craft high-impact stories for them. Gathering the right data is also a key piece of gaining buy-in from institutional leadership.

12:00 - 1:00 p.m.

Lunch (included in registration fee)

1:00 - 2:15 p.m.

Finding the Right Stories and Choosing Your Platform (Includes activity)

Once you understand your audience and their preferences, it is time to unearth the stories you want to share and the best medium to do so. Our instructors will provide an overview of best practices for finding and soliciting powerful stories on your campus and how to pair your message and platform with your target audience's expectations.

2:15 - 2:30 p.m.

Afternoon Break

2:30 - 4:30 p.m.

Practice: The Art of a Compelling Story

During this interactive session, you will learn the core principles of compelling storytelling and hone your own practice through small group activities.

4:30 - 5:30 p.m.

Networking Reception (included in registration fee)



AGENDA

DAY TWO: TYING IT ALL TOGETHER

8:30 - 9:00 a.m.

Continental Breakfast (included in registration fee)

9:00 - 10:15 a.m.

Building Storytelling Strategy and Prioritizing Channels for Generation Z

It is critical to have a brand strategy to serve as the beacon for your storytelling efforts. You will learn about brand strategies at various institutions and the stories that were crafted within these frameworks. You will also explore Generation Z, a growing and important cohort to understand. Armed with these examples, you will begin prioritizing the types of communication channels (e.g., social media, print, film, etc.) you want to focus on and start crafting a storytelling strategy for yourself and your area.

10:15 - 10:30 a.m.

Morning Break

10:30 - 11:45 a.m.

Bringing It Home: Next Steps when You Return to Campus

Your ability to directly impact brand strategy at your institution can vary greatly depending upon your role. This session will provide you with steps you can take back to campus to help enhance storytelling practices from both the bottom-up and top-down.

11:45 a.m. - 12:00 p.m.

Evaluations and Conference Wrap-Up



INSTRUCTORS

Elizabeth Scarborough Johnson, Chief Executive Officer, SimpsonScarborough

In addition to clocking more cell-phone hours in airports and rental cars than George Clooney in *Up in the Air*, Elizabeth is a nationally recognized expert in the use of research to drive marketing and branding efforts. With over 25 years of experience conducting market research studies, she's an industry leader in providing strategic marketing solutions to colleges and universities.

An expert in survey instrument design, sampling plan development, data analysis, and the compilation and presentation of marketing intelligence, Elizabeth pioneered the transition to data-driven marketing strategies in higher education.

She's presented more than 200 workshops and papers at a veritable alphabet soup of higher education-related conferences and symposia, and chaired the American Marketing Association's Symposium for the Marketing of Higher Education from 2007 to 2011.

David Peck, Ph.D., Vice President for University Relations and Adjunct Professor, Department of Communication Studies Azusa Pacific University

With degrees in business and psychology, David Peck's expertise lies in branding, marketing, public relations, social media, and visual storytelling. For 21 years, he has been responsible for promoting and protecting the brand at Azusa Pacific University. Peck and his team have received numerous CASE, Telly, and UCDA awards throughout his tenure. Peck has taught for the past nine years with Azusa Pacific University, Fielding, and UCLA.

Prior to higher education, Peck was involved in distribution, exhibition, and marketing at Buena Vista Pictures Distribution (Walt Disney Co.) as well as United Artists Theatres (now a part of the Regal Entertainment Group).

Mike Petroff, Director, Content Strategy, Harvard University

Mike Petroff is Director of Content Strategy at Harvard University, where finds innovative and effective ways to bring Harvard stories to the world through digital platforms. His team produces, distributes, and measures multi-channel content for a variety of flagship properties including Harvard.edu and associated websites, the Harvard Gazette, email newsletters, and evolving social media and mobile platforms.

Outside of Harvard, Mike regularly presents at conferences including Confab, SXSW Interactive, and CASE on content strategy, social media, and analytics.

Before joining Harvard University, Mike led web marketing, content development, and online recruitment efforts for Emerson College's Enrollment and Financial Aid Office.



OTHERS	VS	ACADEMIC IMPRESSIONS
Typically large annual event		Intimate, workshop-style event with personalized attention
Many concurrent sessions; forcing choice		One focused learning track
Uneven sessions and less outcome-focused, driven by an open call for proposals		Needs-driven and meticulously planned with practical outcomes <ul style="list-style-type: none"> Action plans and next steps to use upon returning to campus Carefully-vetted expert instructors that are also practitioners in the field
Lecture-based		Learner-centric and designed for interaction and collaboration
Large networking events with vendors		Small-scale opportunity to truly connect with colleagues in the same position at other institutions
Some slide presentations posted online after the event		200+ page workbooks with references, worksheets, articles, templates, exercises, and planning documents

96%
of past attendees would recommend an AI conference to a colleague

250+
and growing of AI member institutions (AI Pro)

15,000+
higher ed professionals served

AI Conference Experiences

Academic Impressions provides valuable exploration of timely and pragmatic challenges to higher education institutions. The combination of impassioned subject matter experts as presenters and means of engaging conference attendees was potent.

- C. Tennent, Associate VP of Facilities Management, University of Saskatchewan

This conference was the complete package: relevant topics, philosophical and practical applications, fantastic speakers, fantastic location. One of the BEST conferences I've ever attended. It is what a conference should be! Full of collaboration, networking and solutions.

- M. Lowe, Associate Professor and General Reference Librarian University of Louisiana at Monroe



LOCATION

October 29 - 30, 2018 :: Boston, MA

HOTEL

Hyatt Regency Boston Harbor
101 Harborside Dr.,
Boston, MA 02128
617-568-1234

Please indicate that you are with the Academic Impressions group to receive the group rate.

Room Rate: \$199, plus applicable tax.

Room Block Dates: Nights of October 28 and 29, 2018.

Rate Available Until: October 7, 2018.. Rooms and rates are subject to hotel availability.