

Three workshops to master your school brand

Managing Your School's Visual Branding

Choosing the right imagery for your communications is a critical part of your school branding. Imagery should be considered alongside the copy writing and design concept to ensure it has the best fit with any communication project.

In **Managing Your School's Visual Branding**, photographer and teacher Michael Auden provides a solution for teachers and school leaders who wish to strengthen public confidence in their school. Michael shares commonsense techniques on how schools and their staff can reinforce positive messages about their school through the visuals selected to represent your school and the daily life students enjoy.

For more information visit www.moned.net

Community Engagement & Enrolment Strategies

Create answers to some of the important communication and family engagement questions facing every school.

- Review the strengths that your school offers
- Map your educational landscape to discover hidden enrolment gold
- Learn the power of story telling as a means to brand your school through word-of-mouth
- Review your school to discover latent talent that will present new champions for future projects
- Survey the key elements of building a strong collegial teacher team
- Learn about the power of using teacher books to build family relationships
- Discover the influence of teacher branding as a tool to create engaging lessons and meetings

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School Camera Craft

Photography offers an opportunity to make a powerful first impression. In a glance, an image can create a compelling connection and begin to tell the story of the school brand. Each image is a snapshot of who you are – bold, bright, powerful and active. By maintaining high standards and carefully choosing photography that matches the school brand, you'll continue to stand out above the rest.

Learn about the photographic secrets that enable the best marketed schools to create a strong visual identity.

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