

Market Development

with Ashley Rowlands

Wednesday, 10th February 2010, 219 St John Street, London, EC1V 4LY

Introduction

This training day will explore best practice in the development of new and existing country markets. The session will evaluate which markets are likely to yield the best business opportunities, and the tactics for exploiting these markets. The day is designed for marketing professionals from all education sectors. It will be of particular value to those who are new to the marketing of international education products and services.

Session Outline

The day will comprise the following themes:

- criteria for determining the market potential of specific countries
- the impact of the new PBS system
- country markets and educational products
- breaking into new country markets
- the marketing mix
- marketing tactics
- working with agents

Participants are invited to notify in advance which country markets are of specific interest to them.

Timetable	
Registration	10.00
Start Time	10.30
Approximate End Time	16.30/17.00
<i>Lunch and refreshments provided</i>	

Outcomes

By the end of the day participants will have the ability to assess and prioritise country markets in terms of their potential for their organisation. Secondly, they will have identified a range of research and development tactics for specific countries.

English UK Training Events 2009/2010

Trainer Profile

Ashley Rowlands has worked extensively in secondary, further and higher sectors of education having held senior management positions over a period of 17 years. He has also been Principal of a private language college for two years. Ashley has held several posts of responsibility at national level within the education sector, particularly in the international field including a spell of 14 years on the Board of UKCISA. He has a proven track record in marketing and sales of educational products and has extensive experience in international project management in the UK and overseas.

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