

Workshop programme

Course location:

Nieuwegracht 60, Utrecht (Quinton House)

**SUMMER
SCHOOLS
IN
EUROPE
.EU**

Monday - 25 September

9.00 - 10.30

Your actual position and situation: Successes, problems and expectations.
Recapitulate the reasons to set up a summer school, the profile, content and target groups

10.30 - 11.00

Coffee break

11.00 - 12.30

The essentials of a marketing and communication plan. Creating your marketing funnel. Owned, paid and earned media, and content marketing

12.30 - 13.30

Lunch break

13.30 - 15.00

Digital marketing (seo, sea, portals, conversion optimisation, email marketing)

15.00 - 15.30

Coffee break

15.30 - 17.00

Internal organisation: your internal stakeholders, the 1 1/2 year cycle of a summer school and planning

19.00

Dinner

Tuesday - 26 September

9.00 - 10.30

Finances, working with partners and international conferences

10.30 - 11.00

Coffee break

11.00 - 12.30

Interactive session: analysing websites of participating summer schools

12:30 - 13:00

Wrap-up and take away's

13:00 - 14:00

Closing lunch