THE FEAR OF FOMO

Marketing

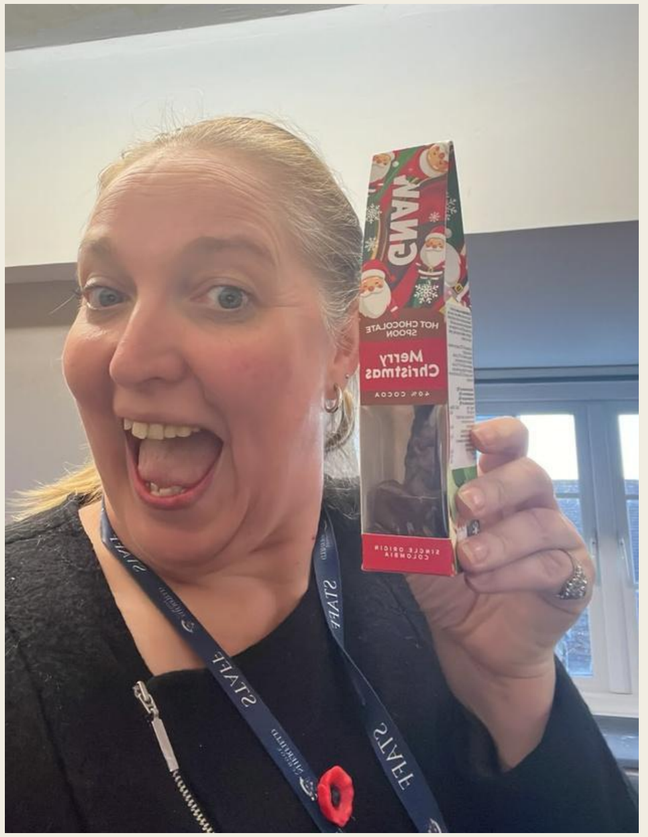

Elephants'toothpaste







Why listen to me?



My past

Dance teacher
Professional Dancer
Stint at Gucci (If you ask nicely I'll tell you why I got fired)
Local Authority PA
Local Authortiy Customer Service Manager
Local Authority Business Analyst
Local Authority Systems Developer
Teacher

My now

Admissions
Chair mover
Banner designer
Bag packer
Receptionist
Painter and Decorator
Parent
Any and other ad hoc duties as and when required

Has the message changed?

Simple questions no longer exist - marketing needs to match

Culture and community storytelling over facilties and results

Market to your school and not just about your school

Times are hard - SO TAKE RISKS!

Who are you wooing?

Teddy Bear



Coffee Cup





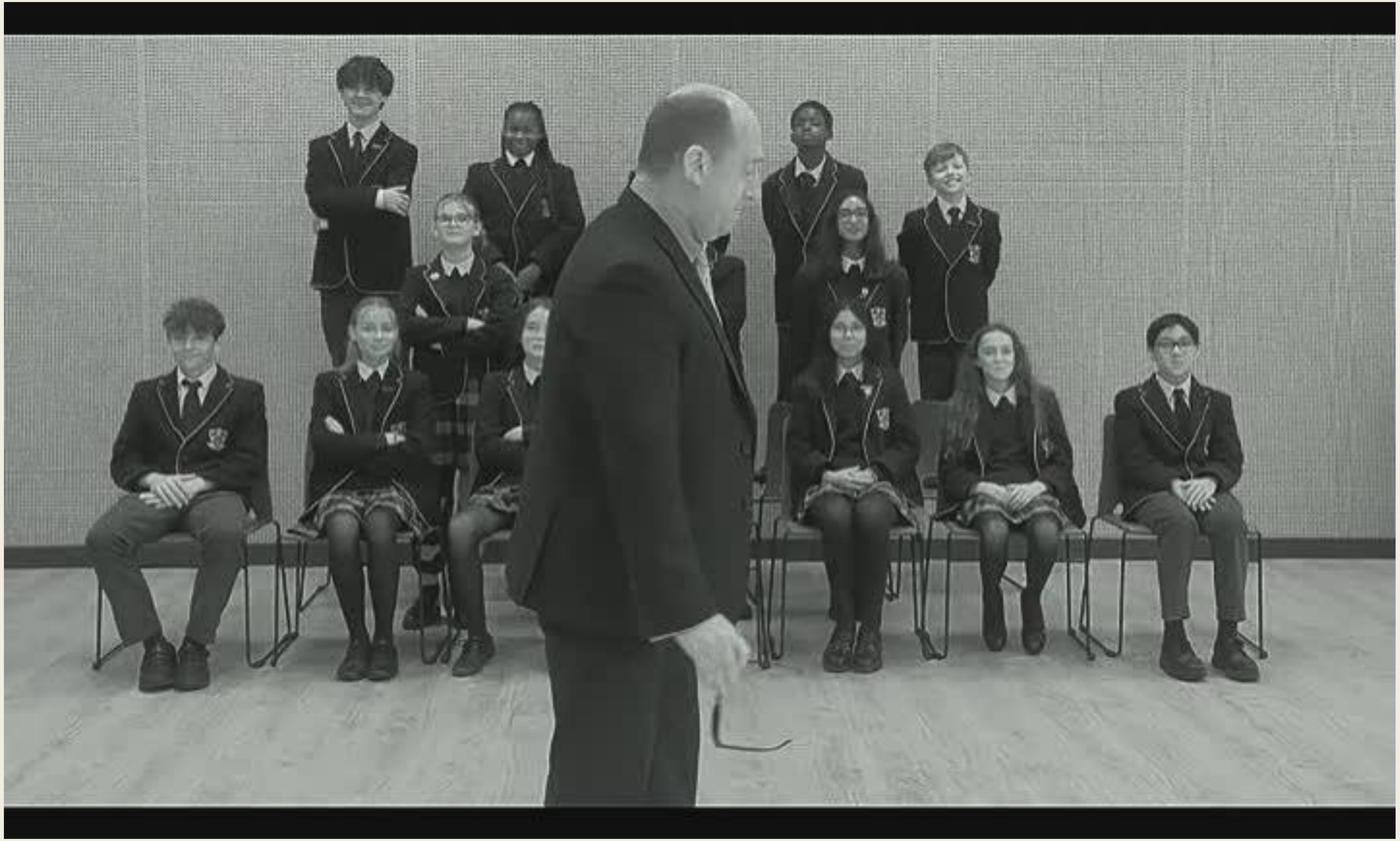
Tap Shoes

Start a trend, don’t follow one

Stop doubting your creativity




@SHERFIELDSCHOOL



Flip the switch on FOMO