



Return on Investment

print & web media

workshops and seminars

consultancy

market research

**Stage 1: Preparation**

- ◆ CD & CI development
- ◆ market research
- ◆ management consultancy
- ◆ inhouse workshops and seminars
- ◆ print & web media development
- ◆ IT & internet consultancy
- ◆ campaign development

event marketing

internet campaigns

promotion in schools

presentations

**Stage 2: Contact**

- ◆ promotion in schools
- ◆ promotion at fairs
- ◆ promotion in media
- ◆ event marketing
- ◆ press service
- ◆ internet campaigns
- ◆ road shows

call service

direct mailings

media service

e-mail & fax service

**Stage 3: Communication**

- ◆ counselling service
- ◆ e-mail & fax service
- ◆ call service
- ◆ media service
- ◆ newsletter
- ◆ direct mailings

Community

Event

Call centre

counselling

**Stage 4: Decision**

- ◆ event marketing (info meetings, conferences/symposiums, study try outs/courses)
- ◆ counselling service
- ◆ social media concepts
- ◆ call centre service

service concepts

alumni concepts

integration concepts

event concepts

**Stage 5: Commitment**

- ◆ service concepts
- ◆ integration concepts
- ◆ social media concepts
- ◆ alumni concepts
- ◆ event concepts

