

Academy of Thought & Industry

Events & Local Outreach Toolkit



Why Should You Do Events?

- Increase Your Enrollment! 16% of parents who attend an event end up enrolling their students!
- Retain Your Students! It is far easier to retain a student than enroll a new one!
- Create sense of community pride within your school.
- Give current students the opportunity to showcase their work.
- Give current parents an opportunity to meet guides and see their student's work.
- Offer networking opportunity for enrollment needs.
- Connect with local vendors for cross- selling / creating local partners
- Create content to use for ads/social media!



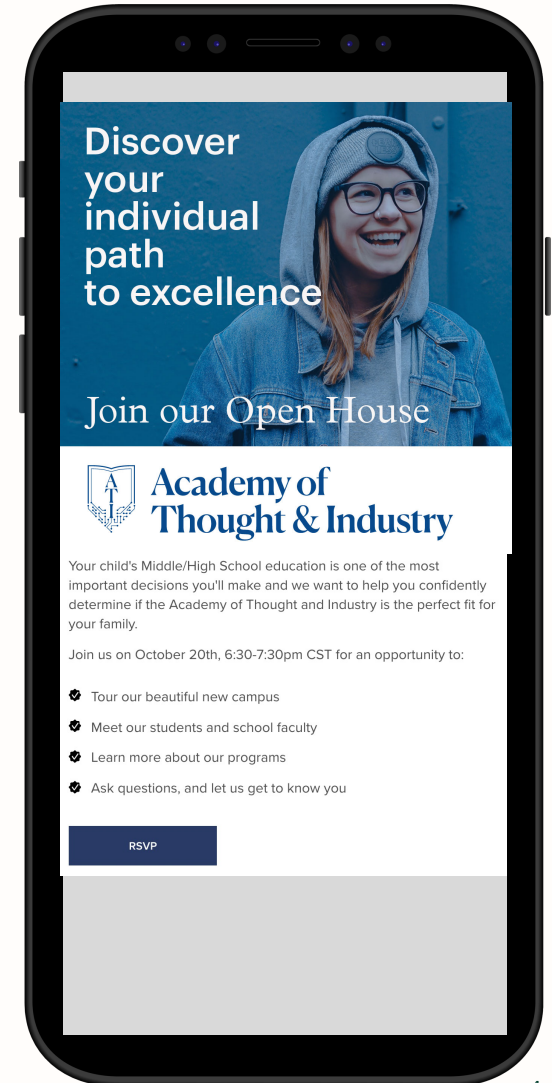
Where to start?

- First ask, what type event do we need?
 - Enrollment? Parent education? A fun day in the park?
 - Help with organizing [here](#)
 - Plan for events for the entire school year in August so that you have a plan in place.
 - Schools are expected to host one Open House a month.
- Budget: [Here's your budget.](#)
- Use Calendly to collect RSVPs
 - [How to Use Calendly](#)

Pro Tip: Plan your events for the entire school year in August and share that information with the Marketing Team!

With plenty of advanced notice, they can help you make your event a success!

- Create Event on Calendly**
 - The first thing you should do is create a Calendly link to allow RSVPs
- Share with your Local Network**
 - Sharing on your school social media, encouraging staff to share
 - Outreach to local businesses (See: general guide to local outreach)
- Review the ATI Catalog and Order Marketing Materials**
 - Allow for 2-weeks lead time for inventory to arrive



ATI Referral Program

- [Know-how](#)
- [ATI Referral Flyer](#)

What is my budget?

- [Understanding your school's budget](#)

Can I have a flyer?

- ATI - You can easily edit your own flyer using this [Canva template](#)
- Or you can [submit a ticket](#)

What materials do we have available?

- We have tons and you can check it out in the [ATI Marketing Catalogue](#)
- For ATI starters:
 - [Digital enrolment guide](#)
 - ATI tour folders + 1 pagers (same info as enrolment guide)
 - Swag & giveaways



- [The Marketing Hub](#)
- [Event Hub](#)
- [Guide to Local Marketing](#)
- [Understanding Your School Budgets](#)
- [MediaValet Know-How: Overview & Guidance](#)



Information Session / School Tour

An information session is an event where a variety of information is shared to give prospective parents an overview of our program offerings, schedule, admissions process, tuition and calendar information, etc.

Parents will also meet our staff and ask questions about our school. It's usually conducted in a group setting and lasts for about an hour.

A presentation that contains information about our school is shown and there is time for Q&A. There is a group tour after the presentation. The goal is to get the parents excited and invite them to enroll.



Pro Tip: [Take a look at this video](#) on how to prepare for a school tour.

Open House

During an Open House event, prospective parents and students are invited to tour our school, meet the staff, see the classroom and learn more about Montessori and the benefits of ATI.

It lasts for about two hours and parents can drop in during the 2-hour window.

There is usually not a formal presentation. The event could have a theme and related activities for students, such as creating something on the 3D printer. Tours are conducted throughout for individual families or at a set time for a group.

The goal is to get the parents excited and invite them to enroll.



Pro Tip: Print out material in advance and make sure you know a little bit about the student and parents before they come.

Grand Opening

Grand opening is one of the most important events we host for the families in our school community.

We use the grand opening event to announce to the local community that our school has joined the community and is now enrolling.

The event takes place a couple of months after each school is open and it usually lasts for about 3 hours. It's a large-scale event with 100+ attendees including current families, prospective families and general leads in the community. There is a defined theme and a few activities designed for the children and their families. **The goal is to drive enrollment but also connect with existing families and staff and the larger community.**



Pro Tip: The Marketing Team is here to help. Make sure to contact us at least three weeks before your event!

Student Showcase

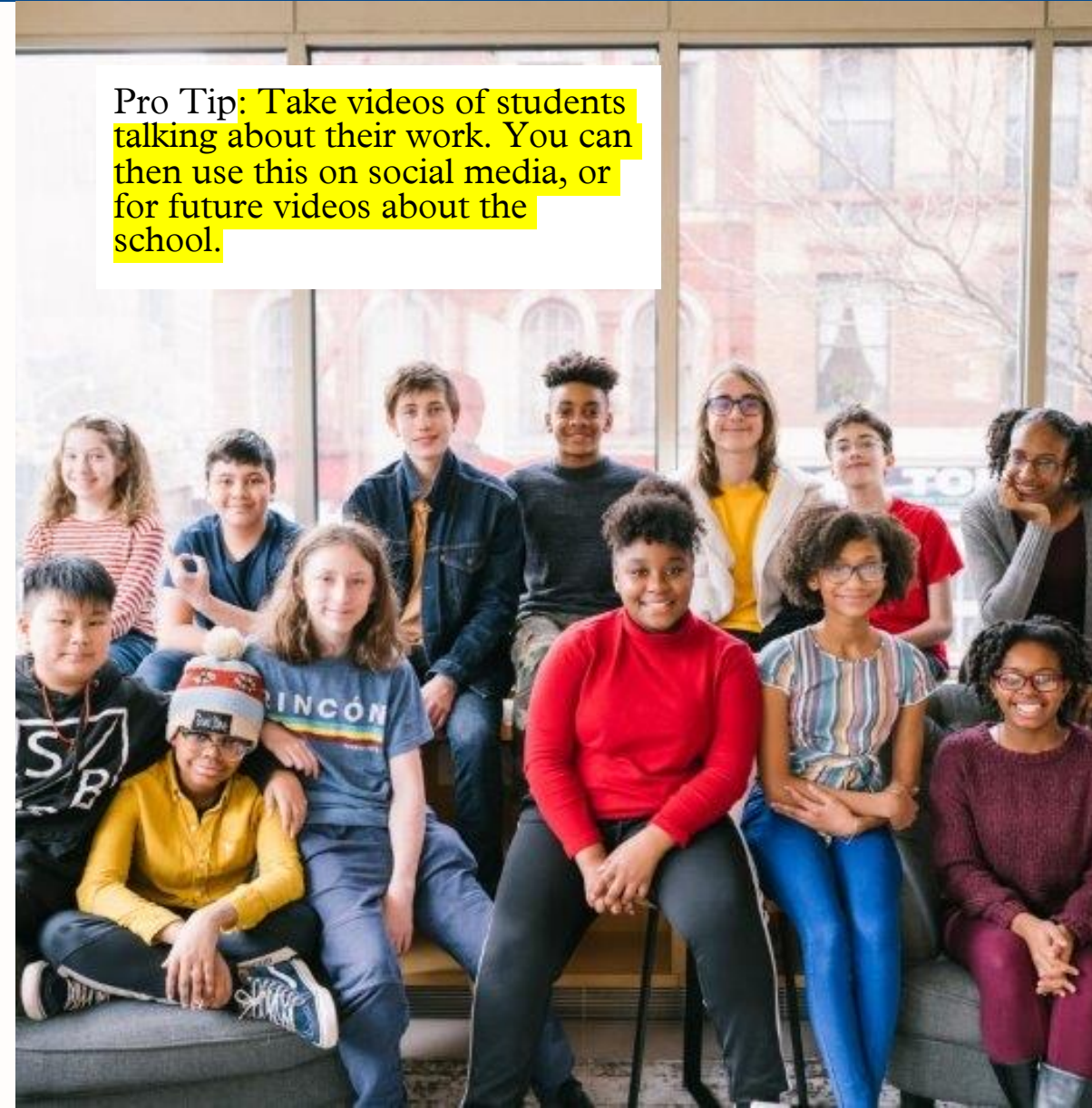
The better parents understand what makes our Montessori-inspired middle and high schools so special and so effective, the more they will understand their child's experience.

Student Showcase is an event where we invite current and prospective parents to experience ATI from a student's perspective.

Parents will have the opportunity to discover firsthand the ingenuity of the ATI curriculum.

The objective is to give parents concrete ideas on the benefit of our educational model and the end goal is to have prospective families enroll their student at our school as well as to retain existing families.

Pro Tip: Take videos of students talking about their work. You can then use this on social media, or for future videos about the school.

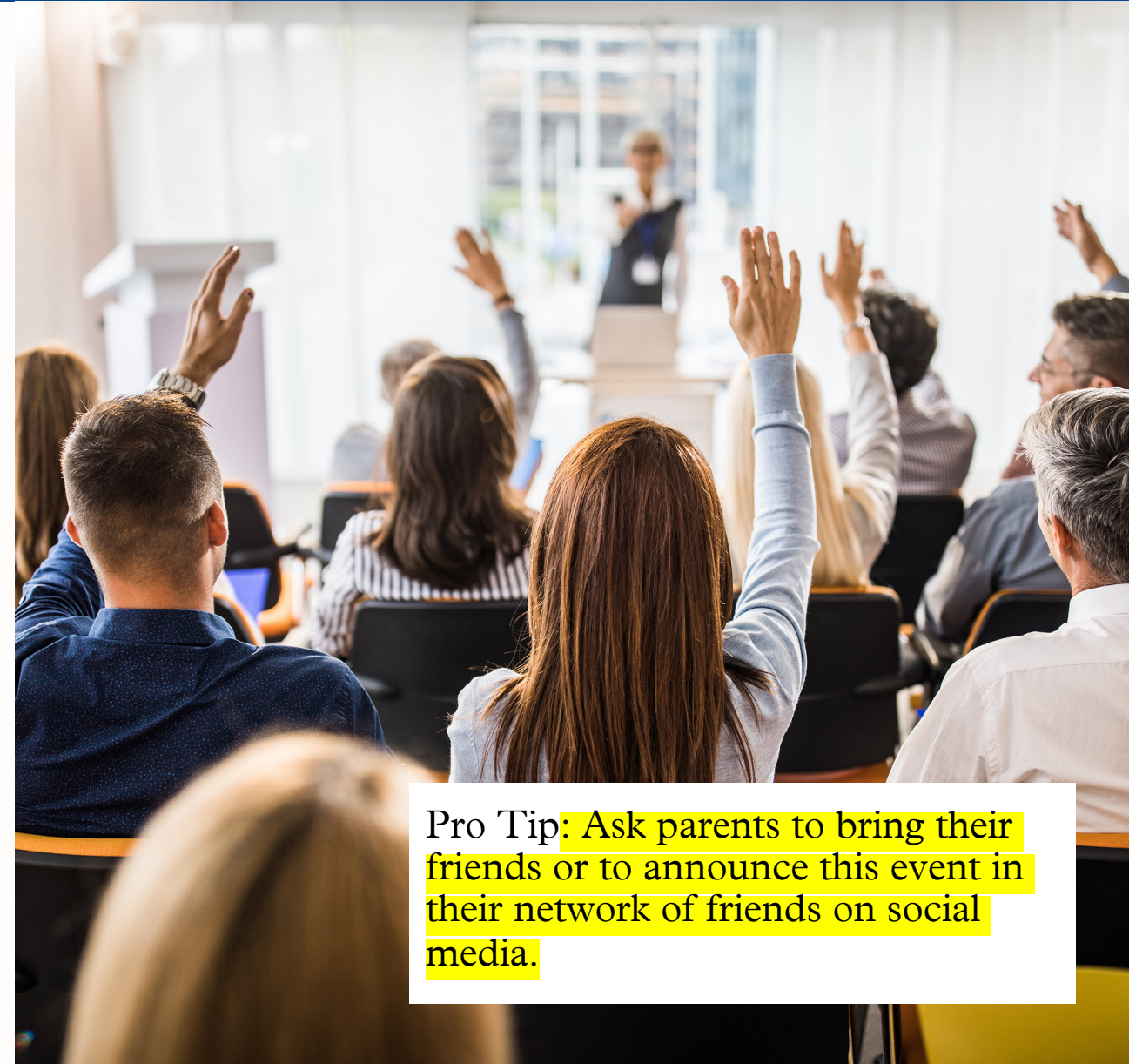


Special Guest Event

Schools are encouraged to invite special guests to host events with themes or topics that are relevant to what the students are learning and interested in.

The special guest could be a guest speaker, a celebrity, a family member, a children's author, etc. The goal is to provide our students with the opportunity to interact with special guests who they would be excited to meet.

It's also a great way for our schools to build connections with people who have influence in their community. Special guest event related posts also can create a lot of traction on social media.



Pro Tip: Ask parents to bring their friends or to announce this event in their network of friends on social media.

Parent Education Sessions

Parent education sessions provide an educational or community service that encourages parents to participate.

These sessions incorporate relevant topics that parents would want to learn more about such as Montessori education, the role of the guide and coach, teaching independence, the challenges of adolescence, how to talk to your child about drugs, etc..

They are typically led by a school admin, a guide, someone on the central team or a guest speaker who is a content expert on the topic discussed.

The goal is to position us as thought leaders in Montessori and middle and high school education, build awareness for the school, and provide a retention tool/benefit for existing parents. **The primary goal is to reach new parents and encourage them to enroll.**



Pro Tip: Ask parents to bring their friends or to announce this event in their network of friends on social media.

Middle / High School Preview Night

This is a parent event for families with children who are going into middle or high school.

Partnering with Guidepost Montessori schools or other elementary schools in the area, the Head of School gives a presentation on their program to the parents of rising teens and the benefits of continuing their child's education at ATI.

The goal is to convey the message that ATI is the best next step for students leaving elementary school.



Pro Tip: If you have some great student ambassadors, bring them along to explain what they like about your school.

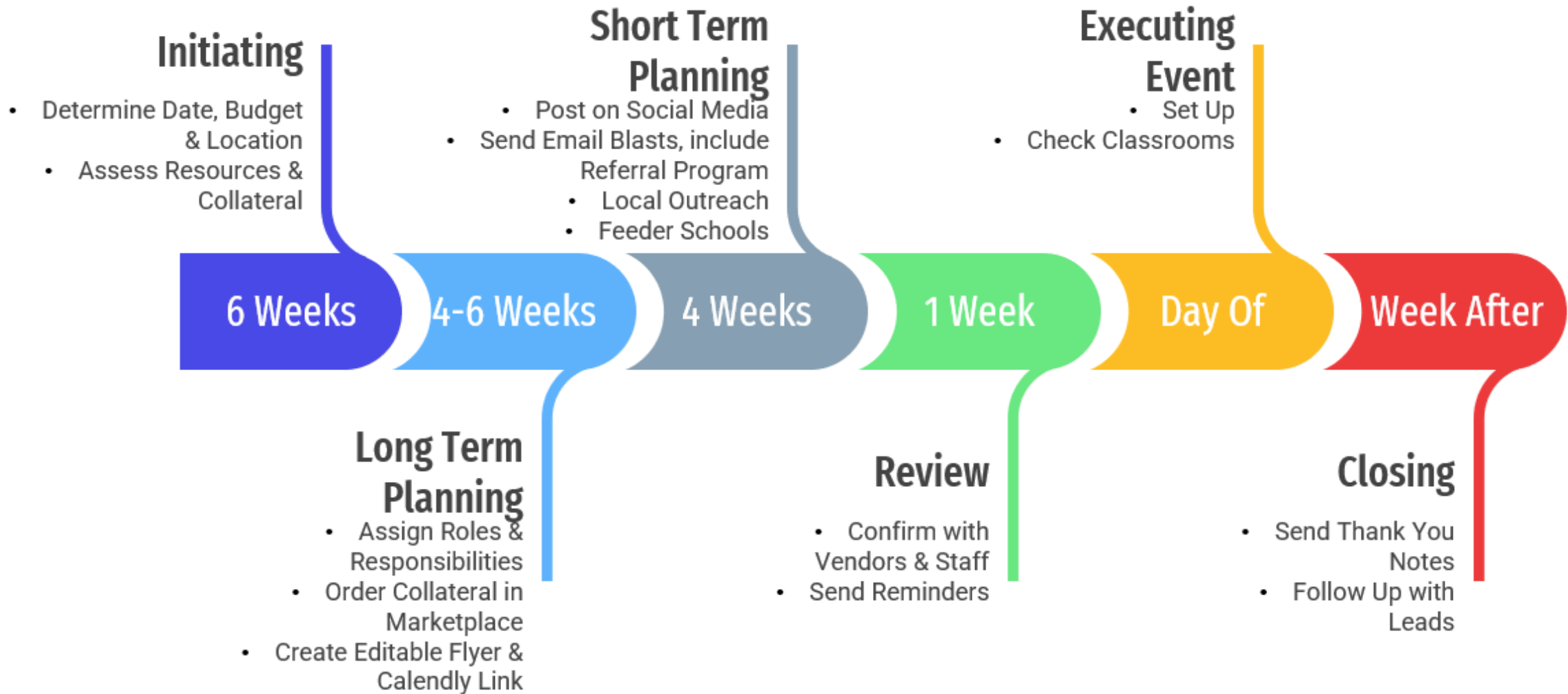
Ready to plan?

Timeline

Pre-Event Checklist

During Event Checklist

After Event Checklist



Choose a Time, Date, and Location

- Create a Calendly link to allow RSVPs and share with Julia via Teams
- Create Attendance Goal and track on RSVPs on Calendly

Assign Roles and Responsibilities

- Schedule pre-planning meetings

Assess Current Collateral and Material

- Place orders for materials (slide 19) in Marketplace with a 2-week lead time
- View ATI Catalogue Here
- Create an ATI Flyer in Canva

Share with your Local Network

- Invite existing parents, feeder schools, other school programs
- Share on your school's social media, encourage staff to share
- Outreach to local businesses (See: general guide to local outreach)

- Staff Arrives Early to Set Up**
 - Place signs at entrance and route to location
 - Check that classrooms are ready for tours
 - Set up chairs, tables, snacks/drinks if available
 - Set up venue with Collateral
- Greet Attendees**
 - Collect contact information for follow ups and attendance tracking
 - Hand out collateral
- Take Pictures to Share on Social Media**

- Follow up with Attendees**
 - Send thank you notes and/or emails to guests and speakers (if applicable)
 - Call leads to follow up on questions, requests, etc.
- Enter new Leads into Salesforce**
 - Schedule pre-planning meetings
- Send Feedback to the Marketing Team**
 - Report attendance to marketing and note of any conversions

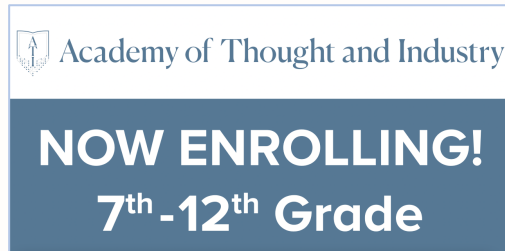
Available to order now:

★ Items can be further customized with a 2-week lead time

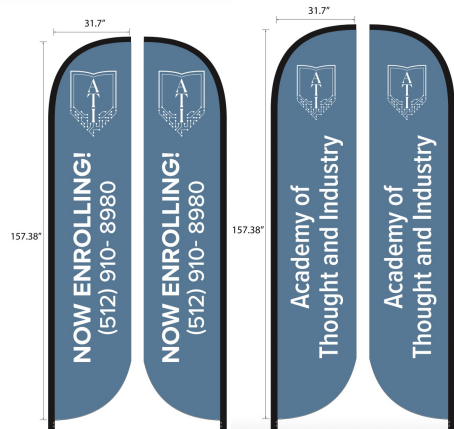
Sidewalk A-Frame Signs:



Sidewalk a-frames



Vinyl Banners (customizable)



Feather banners



Show details for ATI-PULL-TOPP



Show details for ATI-TOTE-BAG

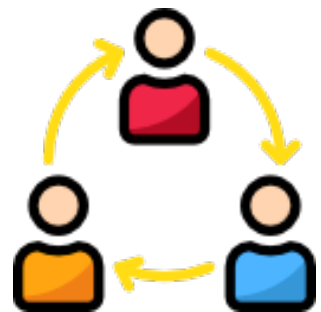


What else
can I be doing to
drive school
awareness?

Don't forget to leverage your advocate parents to help spread awareness. This can be through sharing our referral program, inviting parents to submit reviews, or sharing about us on social media. You can easily add communication to your weekly newsletter to let parents know how to share the love!

Referrals:

- Link to download [ATI referral flyer](#)
- [Know-How](#): Implementing the standard referral program



Reviews:

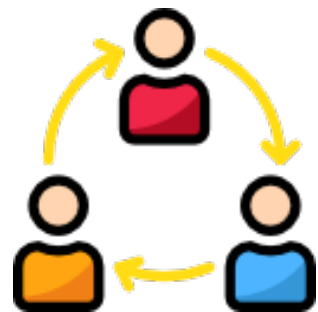
- [Know-How](#): Requesting Parent Reviews
- Marketing regularly pulls parent reviews from Yelp, Google, Winne and social media to add them on your school's website page, paid advertising and other marketing collateral



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Check out a [Guide to Local Marketing](#) for a full list of ideas. **One of the best sources of new students will be from local outreach that you will be doing.** Local outreach is an essential part of your school's success, and you should plan on dedicating at least a few days a month to hitting the pavement and getting to know your neighbours, talking to current parents about ideas on who to connect with and getting to know the events and places in your school's neighborhood.

Do Local Research

- Learn about your local competition
- Research local government, chamber of commerce, fairs, events, family-friendly locations, public spaces, stores.
- Join local Facebook groups to learn and listen
- Learn where parents are spending their time in your community

Say Hello!

- Spend 1-2 days meeting local shops and community spaces. Introduce yourself to the business owners. Ask if you could leave flyers in their business or on their message boards. You can reciprocate and do the same.

Partner with Local Businesses

- Develop a reciprocal relationship with local businesses. Fitness studios, salons, art spaces, sports clubs, restaurants, grocery stores. Offer to share their information on your newsletter or in the school in exchange for them doing the same.

Sponsor a family-friendly event

- If your community has a fair, festival, or farmer's market, consider sponsoring the event and setting up a table with material. If you have a partner Guidepost school in the area, consider splitting the cost with them.

Volunteer in the Community

- See what local seasonal opportunities are good for volunteering yourself or your students to participate in. Helping in the community is a great way to show commitment and community spirit.

Tap into local expertise for Parent Education Sessions

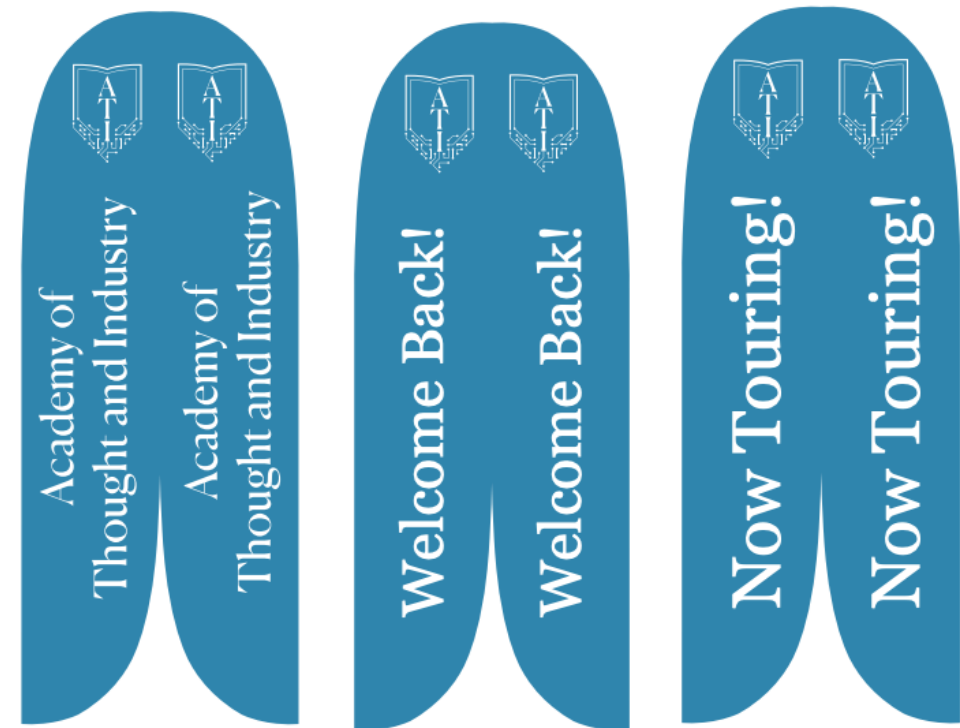
- Look into community-based experts on topics related to teen education and well-being and invite them to speak to your parents on a chosen topic.

Order Signs & Banners from Montessori Marketplace: [Link](#)

Signage and banners around your school is a top awareness driving tactic. A variety of signs/banners are available for your use.

Instructions:

- Place order on Montessori Marketplace
- Allow minimum 2 week lead time to arrive
- Reach out to marketing for special requests
- New banners & signs are being added to our inventory throughout the year!



Start by visiting the Social Media first steps know-how: [Link](#)

Social media is a powerful tool to connect with your community and showcase what makes your campus unique.

Your school is responsible for posting **once a day**.

Posting on Facebook and Instagram [Know-How](#)
MediaValet Overview and Guidance [Know-How](#)



The Marketing Team is here to help you be successful in your efforts to recruit and retain students!

For questions about:

- Pre-Open Activities / Signs, Swag, & Collateral / Calendly Set-Up - [Karolina Potterton](#)
- Events and Local Outreach – [Julia Skeggs](#)
- Social Media, Website, Video (and all other questions!) – [Alecia Sudmeyer](#)

Good Luck
and
Have Fun!