

Marketing MUSE Conference 2018

SCHEDULE AT A GLANCE

	Room 101	Room 107
9:00am	Check-in Coffee and refreshments are available	
9:30am	The State of Arts and Science Lindsey Fair	
10:00am	Platforms for Promoting Research: The Conversation Canada Melinda Knox	Promoting your Department Events Lindsey Fair & Sarah Chapman
10:30am	Marketing Strategies for Different Students Debbie Rogers	Design Trends 2018 Sarah Chapman
11:00am	Snack Break Light snacks and refreshments available	
11:15am	What Your Students Really Want Lindsey Fair & Student Panel	10 Takeaways from DigiMarCon Kat Kopiak
11:45am	AdWords Vicky Arnold	MEERL: a re-branding story Maraika DeGroot
12:15pm	Lunch and Roundtable Discussions SKHS Student Lounge	
1:00pm	Niche Marketing: a case study Vicky Arnold	Find your Story that Media will Cover Lindsey Fair
1:30pm	Liven Up your Homepage Lindsey Fair	How to Market your Grad Programs Vicky Arnold
2:00pm	Snack Break Light snacks and refreshments available	
2:15pm	Facebook Ads for Departments Kat Kopiak	Facebook Live: we are people Jenny Williams
2:45pm	5 Things to Watch for on your Analytics Matthew Fair	How to Make your Open House Engaging Sarah Chapman & Kate Clarke
3:15pm	Understanding your Student Data Lydia Scholle-Cotton	How to Create an Engaging Video Debbie Rogers
3:45pm	Roundtable Discussion @ The Grad Club 162 Barrie Street	