

# MarCom Conference - Day 2 Discussion Topics

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Finding time for focus. With a todo list a mile long and things that pop up continually, how do you find space for truly creative work?	18
Strategies for making the Communications team a campus "magnet" for sharing of creative ideas for community-building and marketing.	16
transitioning heads of school. creative ways to honor the outgoing head? strategies & tactics to introduce the new head?	12
Trends in Admissions Viewbooks: some have gone 100% digital, other's have adjusted size/approach. What are you doing/what have you learned?	12
Building the right (or new) team for storytelling and strategy. What people, skills, titles, and temperaments do we absolutely need now?	12
calendaring the week, month, year. What are your strategies?	9
Inbound Marketing: Which topics have been the best source of traffic to your website?	5
Social Media: How do you manage your school's social pages, and do you have separate pages for athletics and programs?	5
Branding fun: Embracing Canva-sharing experiences with Canva and Canva for Education.	4
Parent Ambassador programs - success/lessons learned in promoting/growing parent ambassador programs for admission/marketing purposes.	3
Celebrating school milestones (e.g., 50-year, centennial celebrations, 125th)	2
Tactics for discovering new ways to create fresh and current content, sharing the tools we use to find inspiration.	2
Senior Love! What ways is your school showing love to the outgoing class of seniors, esp with them having a pandemic tainted experience?	1
Developing a new website -- tips and tricks to manage the process while handling all the other day-to-day communications tasks	1