Staying Competitive in Today's Busy World ~ An Institute Director's Session

Saturday, May 24, 2014

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ABC's to Help You Succeed

A = Aspire for Innovation

- Be willing to evolve with the times – don't get stuck with something that isn't working
- Have you received suggestions from parents or teachers for classes they would like to see incorporated at institute?
- New enrichment ideas or fun ways to incorporate theory
- Think outside of the box

B = Branding

- Market your institute wisely to your clientele
    - Update your marketing plan
- Flier or advertisement for local teachers to hand to their families
- Make your institute fun (fun night, socials)
- Provide opportunities for teacher socials and outings
- Did you take something out of your program years ago and now want to bring it back?
- Do you need to update your logo?

C = Connecting

- Use social media (Facebook, Twitter, LinkedIn)
- Photo gallery to post photos of institute
- What type of advertising will you use?
- Email reminders, newsletters, important items
- Utilize QR codes
- Text important reminders

GOAL: To have your program be so dynamic that the kids, parents and teachers leave wanting to return again next year. The more they enjoy themselves and learn, the more likely they will be to tell their friends, family, neighbors and students about your institute. Word of mouth is the best free advertising!