Role of Colours and Numbers as it Pertains to International Audiences
Helen Vasilevski
Every country and culture has its own approach. What is positive for one culture could be perceived negatively or differently by another. To achieve the best impact, you must be very clear of your audience. This session will highlight some differences to be aware of regarding colours, numbers, and images across the globe.

Know your Audience
Nancy Evans
Effective marketing and communications depends on a good understanding of your target audiences. This session will explore strategies and tools to improve your understanding of your target markets, including what can be done on a tight budget.

Unconscious Bias
Erin Clow and Vanessa Yzaguirre
In this session, participants will explore unconscious bias, and in particular, how bias can manifest in the workplace. Questions considered in the session include: How do we recognize and identify bias? And, how do we interrupt and challenge bias in our workplace?

Know your Audience
Nancy Evans
Effective marketing and communications depends on a good understanding of your target audiences. This session will explore strategies and tools to improve your understanding of your target markets, including what can be done on a tight budget.

Unconscious Bias
Erin Clow and Vanessa Yzaguirre
In this session, participants will explore unconscious bias, and in particular, how bias can manifest in the workplace. Questions considered in the session include: How do we recognize and identify bias? And, how do we interrupt and challenge bias in our workplace?

Presentations at 3:30-4:05PM:

How First-Years Make Their Program Plan Choices
Sarah Chapman
Step into the mind of a 17 year-old to learn how they think and how they make their program plan decisions. This session will cover how you can take what you know about young adults and tailor your marketing to truly resonate with them.

5 things Your Website Should Be Doing
Mike Ferguson
Let's evaluate what our websites should be doing and learn some simple methods on how to make them do it even better. Understanding what we expect from our websites and what our audience needs is key to user experience.

Videos 101
Emese Kiraly (Viva Productions)
What value can video add? This session will go over the ins and outs of video production, including the art of visual storytelling, tips for working with external companies versus in-house productions, and how to leverage, amplify, and distribute your final product.

4:05-4:20PM
Closing Remarks, Takeaways, and Prizes
Lindsey Fair

Please join us...

Josh Cobden
Developing Trust and Using Influencers
5:00-7:00PM
The Union Gallery

Light hors d’oeuvres and cash bar will be available.
Schedule of Events

Presentations at 9:35-10:10AM:

**Marketing on a Budget**
Nadya Allen and Erin York
Marketing on a budget is all about utilizing your assets and finding creative solutions. Stop by this session to learn a few of the tips and tricks we've come up with to market the Faculty of Education's programs with a limited budget.

**Marketing to Support EDI+I in Recruitment**
Lindsey Fair
Creating a welcoming and inclusive environment is critical to our success as an institution and for our unit. How do you ensure that through your marketing materials (digital, print, events) that you are creating a place where diversity is welcome? Well discuss imagery, content, and language, and brainstorm new ways to engage our audiences.

**How to Ensure Your Campaigns Reach a Government Audience**
Matt Holmes
Different audiences often require the use of different messages and tactics—even more so when that audience is government. Queen's interacts regularly with all levels of government, neighbourhood and community groups, Indigenous, municipal, provincial, and federal. With examples from Queen's own activities, this session will provide insight on government relations best practices (and some thoughts on what not to do).

Presentations at 10:15-10:50AM:

**Organic Social Media**
Matt Shepherd
Are you looking for great stories to tell about your faculty, school, department, or unit? They're already there! Tips and tricks on how to listen for great material, and how to start a slow cultural change toward social media that creates and propagates itself.

**Branding and Design Trends**
Adam Walker and Karen Wreford (SOS Branding)
The Faculty of Engineering and Applied Science recently launched their “Curiosity Creates” campaign. Join this session for a walkthrough of the steps they went through to develop the campaign and to achieve stakeholder buy-in.

**Google Ads and Keywords with a Kick**
Neil Bearer
Your ideal audiences are already looking for you. Can you be found? This session will cover the building blocks of a successful Google Ads campaign, from keyword selection and ad creation to measurement, experimentation, and ultimately, determining the ever elusive ROI.

Presentations at 11:05-11:40AM:

**Legalities, Licensing, and Must Dos**
Carolyn Heald, Andrew Ashby, and Lindsey Fair
Learn the rules around copyright, photo permissions, AODA (Accessibility for Ontarians with Disabilities Act) for the web/print and events, CASL and the anti-spam legislation, and dealing with privacy on the web.

**Recruiting Online Students**
Kat Knapik
Get a glimpse into rising online student recruitment trends in higher ed and gain a sense of who our distance students are at Queen's. Along the way, garner some tips for marketing to and communicating with your online audiences.

**Understanding your Google Analytics**
Matt Fair
Do you use your Google Analytics to make smart business decisions? Learn how to interpret your visitor statistics and do year-over-year comparisons, see real-time analytics, and understand your best referers. This session will include a walkthrough of setting up click event triggers, annotations, and automated reports for your stakeholders.

Presentations at 11:45-12:20PM:

**WebPublish Tips and Tricks**
Lorna Dumdum
Make your WebPublish site work for you! Tips and tricks on how to make your site more visually appealing and user-friendly, and how to use it to accomplish what you want to.

**Alumni Newsletters**
Kymberly Cook and Colleen McGuire
Communication is key – particularly when it comes to engaging your alumni. This session will provide you with a deeper understanding of the best avenues to communicate with alumni at Queen’s, including email newsletters and websites. You will come away with best practices and examples to utilize in future alumni communications!

**Writing for the Gazette**
Andrew Carroll
This session will provide a foundation for writing an article to be published through the Gazette's platforms. From the basics of who to contact, writing style, and images, to strategic planning and overall goals, participants will also gain a better understanding of what can be accomplished through the Gazette channel. This will be an opportunity for discussion and sharing of each other's interests.

**Lunch Keynote at 12:20-1:20PM:**
Creating Killer Content
Graeme Owens (LinkedIn)

Presentations at 1:20-1:55PM:

**Working on your Program Reputation**
Lindsey Fair
The Queen's applicant survey highlighted the importance of program reputation during the applicant decision process. So how do we promote your program? How do we know what your reputation is – and most importantly, how do we ensure your reputation is strong enough to stand out and attract the students you want?

**Writing a Memorable Speech**
Jan Valberg
Storytelling is a compelling way to communicate messages that stick. Learn how to leverage storytelling to write speeches that engage, resonate, and move people to action.

**Conducting Focus Groups**
Cory Laverty
Focus groups help to uncover people's true perspectives and feelings. This process can involve creating visuals, lists, and maps; responding to ideas using ranking and voting, engaging in role playing; and answering questions. Learn how to be an effective facilitator, how to design an experience that invites participants to share personal views and encourages the group to unravel their thinking, and how to use the resulting conversation and artifacts to help you interpret and visualize your data.

Presentations at 2:00-2:35PM:

**Webinars that Work**
Carrie Miles and Brittany Jennings
Webinars are an effective method to both recruit prospective students and to convert applicants. Hear how two Queen's programs have experienced success using webinars to increase their enrolments, as well as their best practices and useful tips and tricks.

**Media Relations Training**
Anne Craig
Working with Queen’s experts to build and enhance your media profile, participants will learn what goes on behind the scenes in the media relations world, including organizing media events, filling media requests, the perfect media pitch, and research promotion in the media. Media tips will be provided.

**Integrated Communications Plans and Campaigns: What, Why, and How To...**
Helen Vasilevski
The most impactful campaigns are those that a) know their audience, b) have a very specific and measurable objective and c) are integrated and repetitive. Having the same message transmitted visually, through written content, via events, etc will assist you in achieving your objectives faster and more effectively. After all, in adult learning, it takes us 9 times to hear/see a message before we internalize it!