

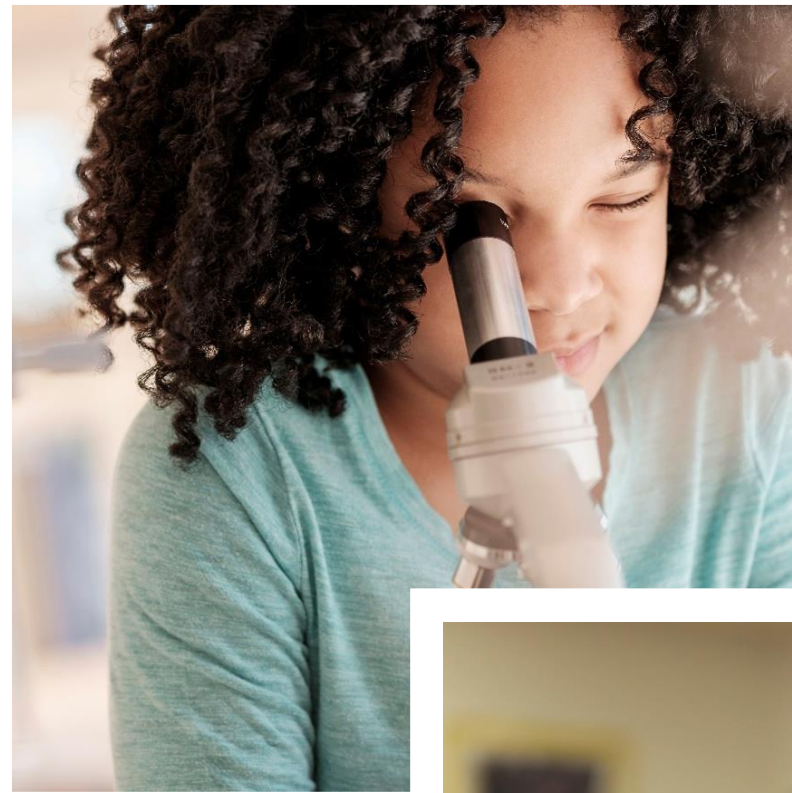
# WEBINARS: powerful marketing tool for schools



# Webinars: the Benefits

Marketing boarding schools via webinar offers advantages and opportunities by:

- delivering interactive and informative online meetings
- saving schools time and money
- providing manageable diaries
- reducing staff time spent away from daily activities





# Webinars are:

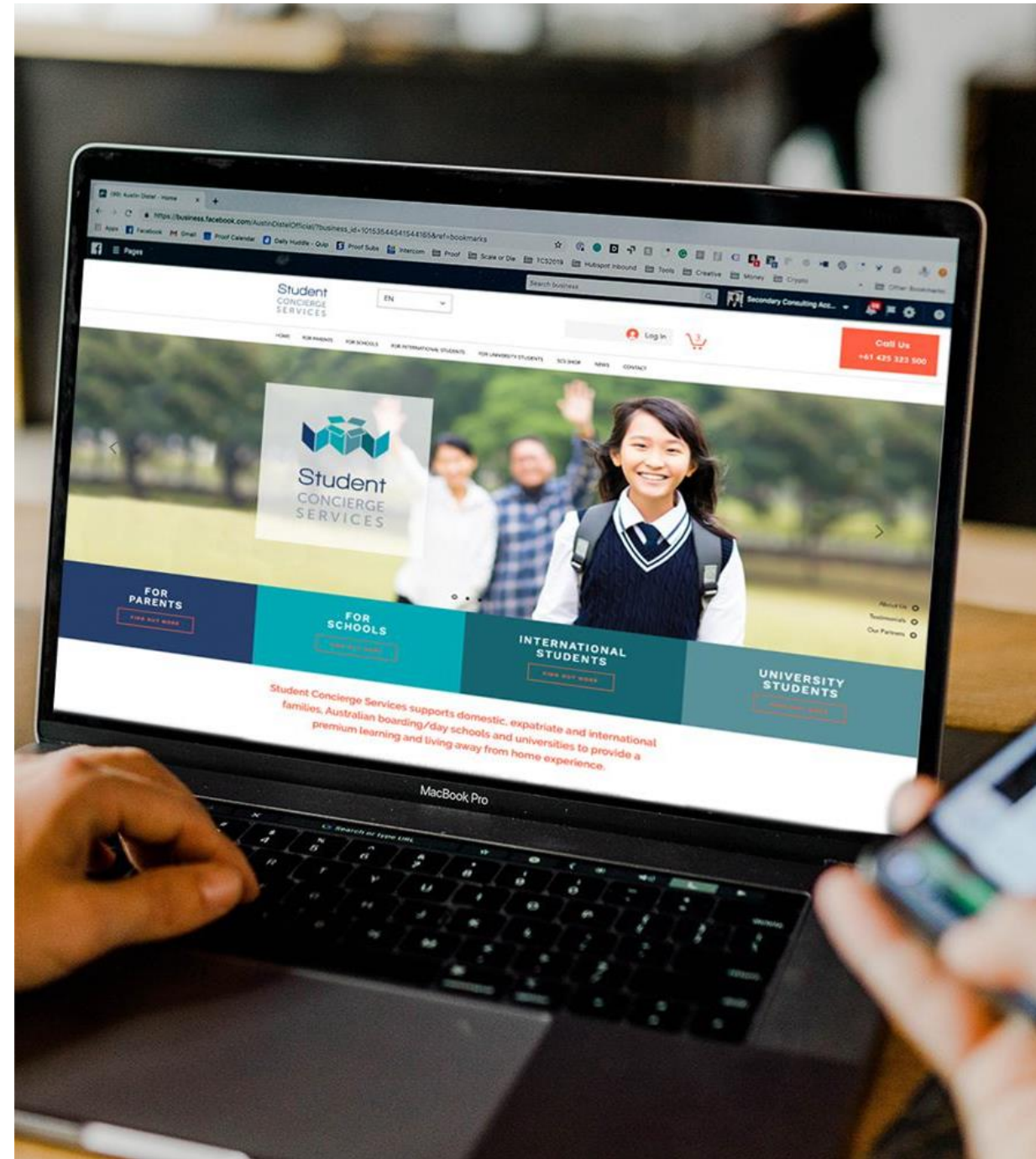
- personal and interactive
- a highly effective way to remain engaged with the agency market
- enabling schools to save time and money with reusable content and sustainable shelf life
- the future of communication between schools and overseas agents'
- an effective admissions sales tool



# Webinar Tools

SCC can accommodate all webcast platforms.

Our technology provides proven, sound moderated screening and text-based chat room questions from all attendees.



# Webinar Campaign Flow





## SCC solves the 'which school?' question

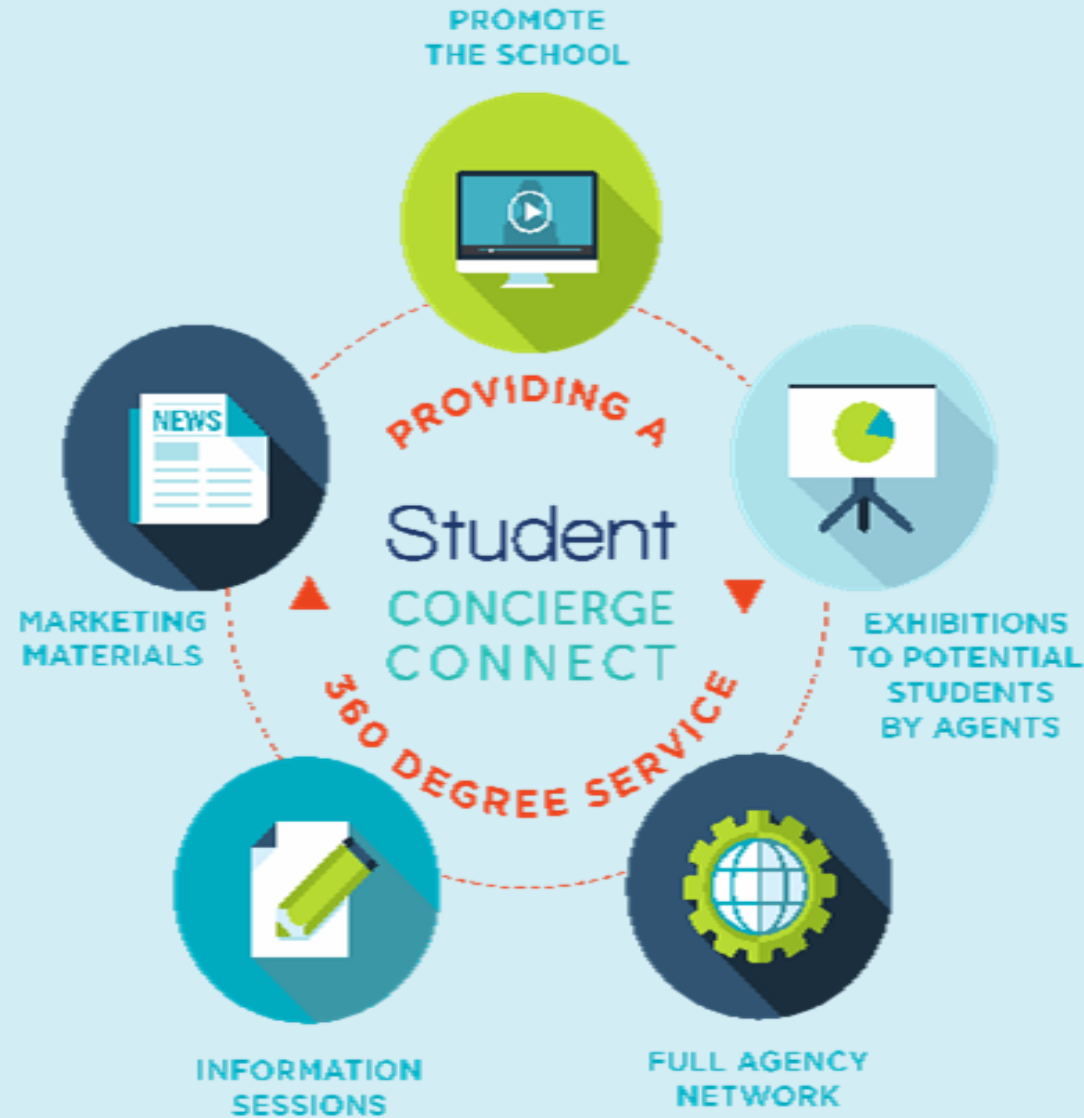
SCC provides school selection solutions for international students and their families in finding the right 'fit.'

SCC specialises in the boarding school market and works closely with schools, education agents, students and families.

SCC manages offshore agency markets, ensuring all parties involved recruit and retain the 'right' student for their duration at the school.

## SCC markets to and recruits students from:

- Vietnam
- South Korea
- Malaysia
- Thailand
- Hong Kong
- Myanmar
- Taiwan
- China
- Singapore



## SCC provides a full 360-degree service to both onshore and offshore markets:

- school-specific marketing material is prepared in accordance with target markets
- the school is extensively promoted to target markets
- 'Boarding Schools in Australia' information sessions are organised for potential families
- SCC has a strong agency network and deals directly with education agents
- Cross Cultural Transition Care Workshops for agents, schools and international families
- Study Tours

## The SCC marketing strategy

SCC hosts online webinar sessions promoting school to education agents and families.

In addition, SCC's hosts additional information sessions educate the South East Asian market about the benefits of selecting an Australian boarding school.

# Cost

\$500 per month  
for two webinars each month

OR

\$270  
per webinar

Prices are in AUD and subject to GST



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