

**isbi schools** invite you and your staff to attend a **Cluster group training day**

## **Developing new revenue streams and attracting new pupils**

presented by Andrew McEwen

Wednesday 13 October 2010

Arlington Arts Centre, Mary Hare School, Newbury, Berkshire RG14 3BQ

### **Developing new revenue streams and attracting new pupils**

The aims and outline programme for this course are:

- Maximising the potential of the facilities
- Additional activities such as before and after school, weekends and holidays
- Niche marketing of specific facilities such as weddings, civil partnerships, parties and seminars
- Attracting and converting first-time 'buyers' of private education and how to address this untapped market

The course will be led by Andrew McEwen, an authority on educational management and administration issues. He sees them from both 'sides', having been Head of three schools and involved in administering or as a Trustee of several more in the United Kingdom, the United States, Central America and South Africa.

This course will be of particular interest to Marketing and Development Officers, Heads, Registrars, Admissions Officers and Proprietors. The fee for the day is £141.00 per delegate (inc VAT), to include refreshments and a light lunch. We anticipate a high demand for this course, as the development of new markets and strategies is of particular interest to schools given the uncertainties that lie ahead.

I have included below Andrew McEwen's CV, a programme, a booking form and directions. Do please contact us if you have any questions.

### **Andrew McEwen CV**

Andrew McEwen has a DipEd in Postgraduate Studies in Educational Administration and an MA in Organisation, Planning and Management in Education.

After teaching at two primary schools in England Andrew became Head of Colegio Colombo Britanico Primary School in Cali, Colombia. From 1985-92 he was Executive Director of FINDEC (Fundacion Integral Para El Desarrollo Educativo y Cultural), as Head of The English School of the Andes, a K-12 private, coeducational and bilingual school with 600 students in Cali. He was also in charge of Curriculum Support Programmes in The British Centre/Centro Britanico. The Foundation ran a number of support programmes in cooperation with the state sector covering teacher training, curriculum design and programme management including the design and implementation of a new integrated Maths programme to be applied nationwide and a bilingual English/Spanish programme for state primary schools.

From 1995 to 1999 as Headmaster of SEK International School Panama, Panama City, an ailing monolingual, Spanish, school with 170 students on roll and losing about 25 students per year, Andrew transformed it into a fully bilingual school, upgrading the curriculum and restructuring the administration. Within three years the school was flourishing with an enrolment of over 300 students, close to its capacity.

In 1999 he became Vice-President for US Development with SEK in the United States overseeing the acquisition and transfer of Boca Raton Preparatory School, in Florida. This was a school on the verge of closing, the then owners having informed parents and faculty of the closure. SEK acquired the school and appointed Andrew as Head, where he stabilized the administration, restructured it and reduced its size. Within 18 months it was running efficiently, achieving accreditation by the Florida Council of Independent Schools.

From 2001 until the present he has been a Director and consultant for new projects with IES (International Education Systems Limited), responsible for the development of schools in new markets, principally in Anglophone/anglophile countries. The most recent acquisitions have been in South Africa and the UK, where he has been responsible for supervision of transition of management in acquisitions.

From 2006 until the present he has been international schools consultant to [isbi schools](#) and to [National SchoolTransfer](#), consulting on all matters concerning the creation, development, marketing, recruiting and management of schools both in the UK and overseas.

He is currently Trustee and Director of three independent schools in the UK and two in South Africa and a member of BELMAS (British Educational Leadership, Management and Administration Society), an FRSA, and a fluent Spanish speaker.

## Programme

Time	
09.30 – 10.00	Registration
10.00 - 11.15	Speaker
11.15 - 11.30	Break
11.30 - 12.30	Speaker
12.30 - 13.30	Lunch
13.30 - 15.00	Speaker
15.00 - 15.30	Summary and open forum

## Booking form - Cluster group training

<b>Course:</b> Developing new revenue streams and attracting new pupils	
<b>Location:</b> Arlington Arts Centre Mary Hare School Newbury Berkshire RG14 3BQ	<b>Time and date:</b> 9.30am Wednesday 13 October 2010  <b>Speaker:</b> Andrew McEwen

### Delegates . . .

Please enter details of all delegates wishing to attend below.

School name:	
Delegate name: Job title: Telephone: Email:	Individual needs: <i>(diet, accessibility to venue, etc)</i>
Delegate name: Job title: Telephone: Email:	Individual needs: <i>(diet, accessibility to venue, etc)</i>
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### Payment . . .

Payment is due at the time of booking so, when returning this form please enclose your payment to secure your place on this course. Places are allocated on a 'first come' basis and numbers are limited. In the event of cancellation by a delegate, a minimum of 24 hours notice must be given by telephone. To claim refunds (less an administration fee of £10.00) please contact Tracy Green using the details shown below.

<b>Cost:</b> £141.00 (inc VAT) per delegate	<b>Cheques made payable to:</b> 'Which School Ltd'
<b>Cheque number:</b>	<b>Total amount:</b>

### Return . . .

Please return completed form, with payment to:

<b>isbi schools Cluster group training</b> Which School Ltd Tilshead House Tilshead Salisbury Wiltshire SP3 4RX	<b>Office use only:</b> Date received: ..... Cheque enclosed: ..... Receipt issued: ..... Confirmation sent: .....
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## Directions to Arlington Arts Centre at Mary Hare School

Arlington Arts Centre, Mary Hare School, Newbury, Berkshire RG14 3BQ  
Telephone: 01635 244231

### Directions from the M4

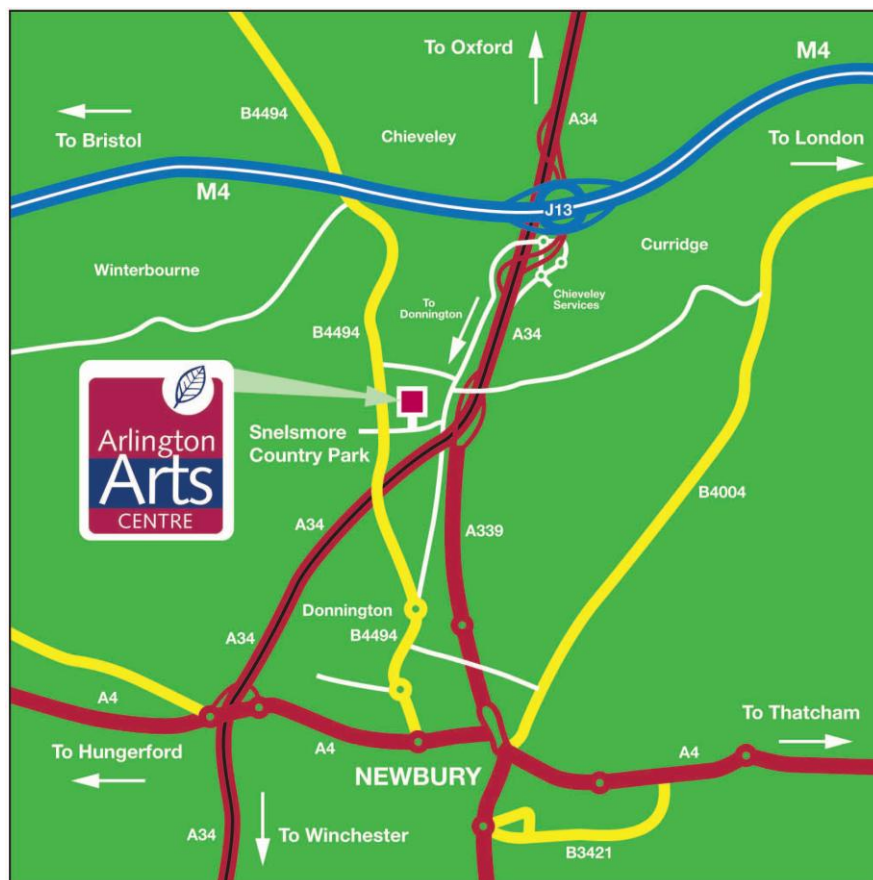
Exit at Junction 13 signed to Newbury. As you come down the slip road off the motorway, you will need to be in the left hand lane. Turn left, following the signs for Donnington/Services/Hotel. After the third mini roundabout, turn left signed to Donnington. Arlington Arts Centre is a mile along the road on your right hand side.

### Directions from the A34 (going south)

Exit the A34 signposted to M4 and Chieveley. Follow the signs for Chieveley services and Donnington/Hotels. After the third mini roundabout, turn left signed to Donnington. Arlington Arts Centre is a mile along the road on your right hand side.

### Directions from the A34 (going north)

Leave the A34 where signed for the M4/Chieveley services, keeping in the left hand lane. Take the left turning signed for Services/Hotel. At the roundabout take the turning for Donnington. Arlington Arts Centre is a mile along the road on your right hand side.



### Travelling by rail

The nearest railway station is at Newbury, about 4 miles from Mary Hare. The phone numbers for taxi companies are 01635 33333 or 01635 44444

Tracy Green  
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