



# EFFECTIVELY SELLING YOUR INSTITUTION

Chlo Warsop

# OPPORTUNITIES TO SELL YOUR INSTITUTION

Open Days

HE Fairs &  
Exhibitions

Campus Visits

Talks &  
Workshops

# OPEN DAYS

- Customer service
- Who is your audience?



# HE FAIRS & EXHIBITIONS

- Know your facts
- Competition and Markets Authority
- 'Soft sell'



# CAMPUS VISITS

- Experience
- Student Ambassadors



# TALKS & WORKSHOPS

**I**nformation

**A**dvice

and

**G**uidance





THANKS FOR LISTENING!

