

The Art of Holding a Great Open Day

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Abbotsholme every moment matters

Set in beautiful, rural surroundings in the centre of the UK, Abbotsholme is a leading independent co-educational boarding and day school for ages 2 – 18. It is a school unlike any other: a wonderful place in which to learn and develop, where each child's contribution is properly valued and encouraged throughout.

- Individual academic excellence and achievement
- Small class sizes (around 15), enabling individual attention and support
- Separate Prep School facilities, with access to all senior school facilities
- 70-acre working farm and BHS approved Equestrian Centre
- New dedicated Sixth Form Centre for independent learning
- Boarding from age 10, with exclusive Sixth Form log cabin boarding village
- Pre A-Level, A-Level, IGCSE and GCSE courses available
- Individual English as an Additional Language lessons taught by specialist staff
- Outstanding outdoor education programme with indoor climbing wall and Duke of Edinburgh's Award Scheme to Gold level
- Sporting excellence with key focus on hockey, rugby and cricket
- First class facilities for music, art and drama



Travel Information:
Nearest airports: Manchester - 1 hour, Birmingham - 45 mins, East Midlands - 35 mins
Train to London St Pancras International - 2 hours

Visit our website www.abbotsholme.co.uk to find out more
We warmly welcome you to visit Abbotsholme and see our wonderful school for yourself.



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Content of this presentation

- ▶ Key things to consider to get the best out of your open day
- ▶ Putting yourself in the mind-set of your customer
- ▶ First impressions really do count
- ▶ Pre Open Day considerations
- ▶ On the day considerations
- ▶ Post Open Day Considerations
- ▶ Summary

Key things to consider to get the best out of your open day

- ▶ Do the dates and times of your open days suit your customer?
- ▶ How frequent are these Open Days?
- ▶ What do the facilities look like around school?
- ▶ Do you have a great room to use as a base for your open day
- ▶ Go to competitor's open days to see what others do
- ▶ Customer First



There is only one boss.
The customer. And he
can fire everybody in
the company from the
chairman on down,
simply by spending his
money somewhere else.

- Sam Walton

Putting yourself in the mind-set of your customer

- ▶ Two types of customers you have to impress (and they are very different)
- ▶ Cash rich / time poor people
- ▶ Education for many is on the last minute agenda
- ▶ Make it easy for them
- ▶ Follow up, follow up, follow up



**THE GOAL AS
A COMPANY IS
TO HAVE CUSTOMER
SERVICE THAT
IS NOT JUST
THE BEST BUT
LEGENDARY.
-SAM WALTON**

First impressions really do count

- ▶ Have staff (all staff) been told how to act when a parent comes to their classroom, and what to wear?
- ▶ Signage from the carpark to the reception area (£ for every person who said they got lost!)
- ▶ Smiling people
- ▶ Food and drinks for parents and children throughout
- ▶ **Maintenance, cleaning and catering teams are the most important people in the school**

What is the biggest single reason an organisation loses a customer?

- a. New Competition
- b. Indifference of one employee
- c. Word of mouth
- d. Dissatisfaction with the product

Answer: Indifference of one employee = B

Pre Open Day considerations

- ▶ Advertising (online and offline)
- ▶ Website (online booking form)
- ▶ Email marketing
- ▶ Fliers
- ▶ Direct Mail (personal / doordrops)
- ▶ Email marketing again!
- ▶ Personal invites to those who book
- ▶ Staffing and range of guides (best) / activities / tidy notice boards

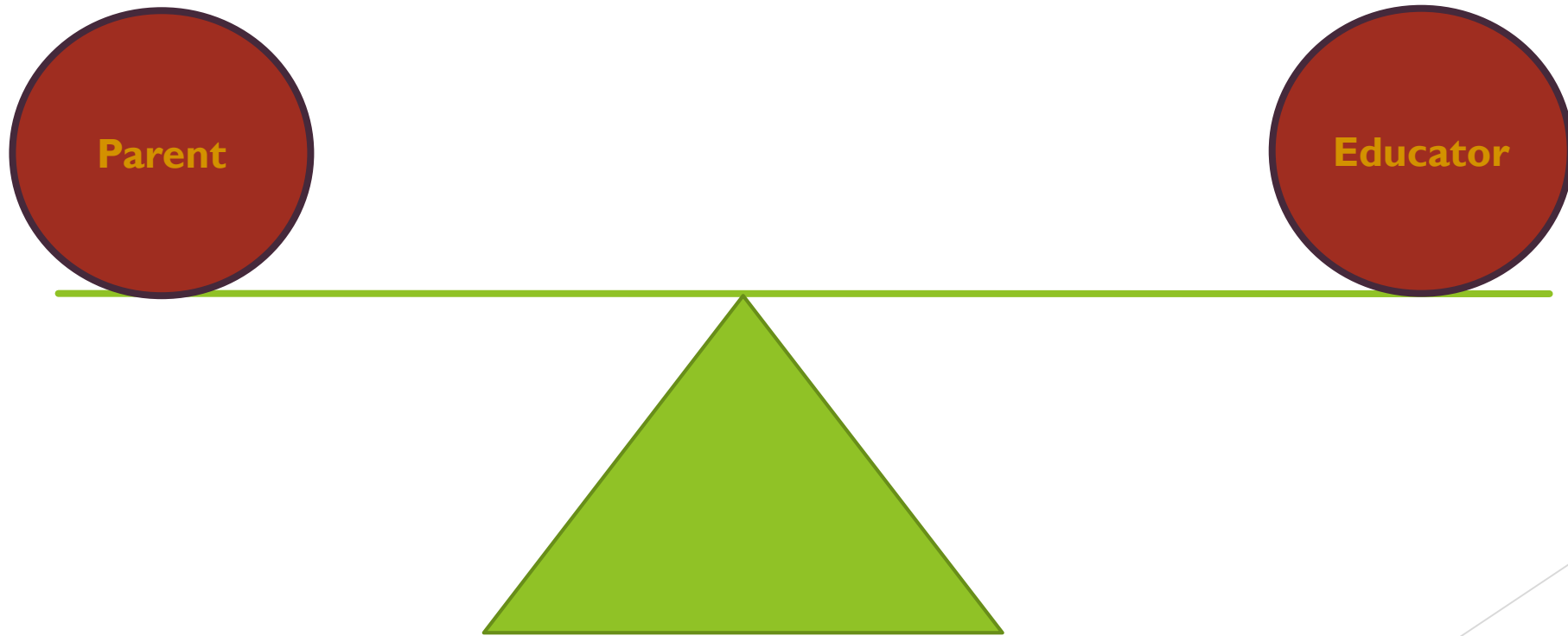


**Customer service is
not a department.
It's an attitude....**

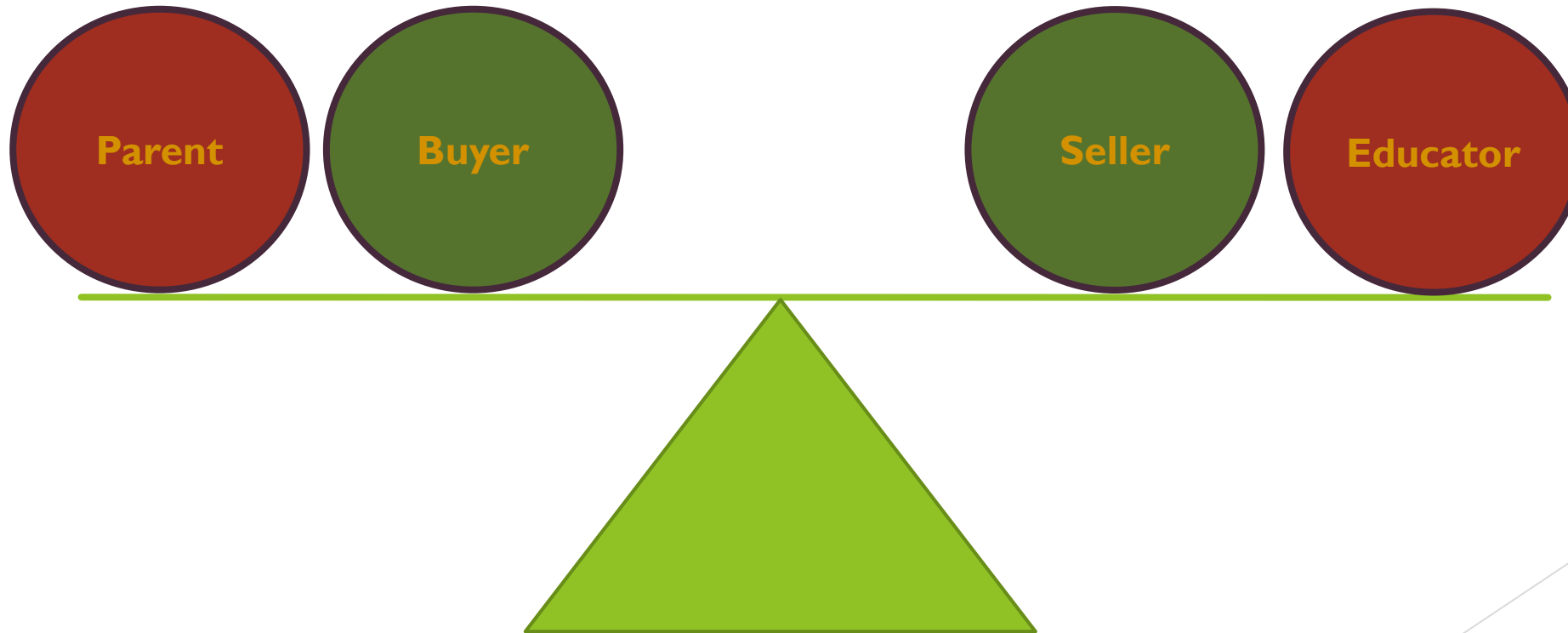
On the day considerations

- ▶ Guides in a separate area (food and drink available)
- ▶ Everybody in place 30 minutes before starts
- ▶ Food to suit all diets
- ▶ Key staff only in reception / holding room including Head and Director of Curriculum
- ▶ Ensure that exciting activities are going on and key facilities are being used - create a buzz
- ▶ Do not let staff hang around food area and eat everything (impress that it's for the customer)

Schools: Then ...



... and Now!





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A - Always Greet Your Customers

T - Treat Your Customers With Respect

T - Talk And Chat to Your Customers

I - Interact With Customers in a Relaxed Way

T - Turn up to Work With a Positive Attitude

U - Understand Your Customers Needs

D - Discover The Impact You Have Around Customers

E - Excite Your Customers About Your Products



Post Open Day Considerations

- ▶ Follow up next day / next working day after event by letter and with questionnaire
- ▶ Sit down and go over good and bad points with the team to change for next time
- ▶ Email staff to find out who they spoke to and ask for feedback
- ▶ Get notes down on all prospectives as a team to use for follow up
- ▶ Thank all staff at the end of the day and post open day and not just teachers - chocolates always go down well!
- ▶ Follow up, Follow up and Follow up again

Admissions Service

Stepping up to the rising demands of customer service...



It matters...

"My point is, if you cannot be friendly and helpful at this point of contact, which is the 'like getting engaged stage', well then, what will it be like later when you're further down the line and well into marriage?"



Always...

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Summary

- ▶ Customer First as regards your Open Days dates and frequency
- ▶ Create good first impressions
- ▶ Be the customer
- ▶ Advertise, plan and communicate
- ▶ Parents are buyers, schools are sellers
- ▶ Excellent customer service.....
- ▶ excellent customer service is listening, being sincere, and having integrity in the sales pitch
- ▶ Follow up, Follow up ... and Follow up again

Customer Service

likability
respect
satisfaction

Give Trust

Support
Yes
Thank you

Honesty friendly
Convenience Help

Care

Success remarkable
Go the extra mile



ANY QUESTIONS?





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