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advancing learning outcomes programme

Building Trust
Credibility First

GLOBAL TEACHERS' FESTIVAL 2026
9th - 20th February

responsibility education

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Trust Reality Check

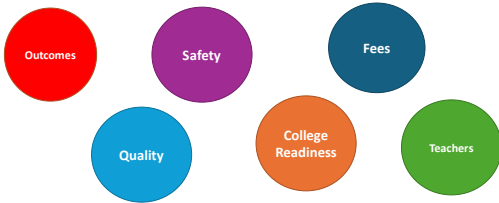
In the chat, type **ONE** thing parents usually worry about before trusting a school.



8

Trust Reality Check

Things parents/students usually worry about before trusting a school.



9

Trust is about reducing fear.

- Do THIS:**
- Explain placement, progression, and outcomes clearly
 - Train staff to give the *same message*
 - Set realistic expectations; clarity builds trust

- Avoid:**
- Over-promising results
 - Changing rules mid-way
 - Vague answers to direct questions

Confused students don't enrol.

Sceptical parents don't return.

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advancing learning outcomes programme

Building Visibility
Attention Last, Not First

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Reputation Snapshot

If someone asked one of your current students about your school, what **ONE** word do you *hope* they'd say?

Type it in the chat, please.



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Reputation Snapshot

Before parents/students ever speak to you... **what speaks for you?**

- First Google result
- Social media posts
- Word of mouth
- Teachers
- Students

Type it in the chat, please.



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Quick Reflection (1 Minute)

Ask yourself:

- What do we communicate well?
- What is unclear to students/parents?
- Where do we overpromise?



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Trust Starts Before the Visit

Before a student/parent contacts you, they see:

- Your website clarity
- Your tone on social media
- Your response speed
- Your staff consistency
- What others say about you

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Visibility Touchpoints That Influence Choice

- First digital impression
- Community reputation
- Website clarity
- Student & parent voice
- Campus experience
- Follow-up communication



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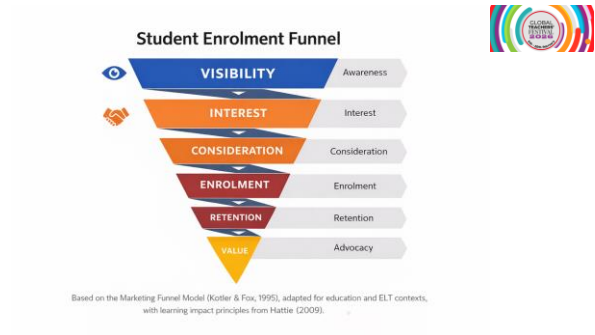
Reputation = Brand



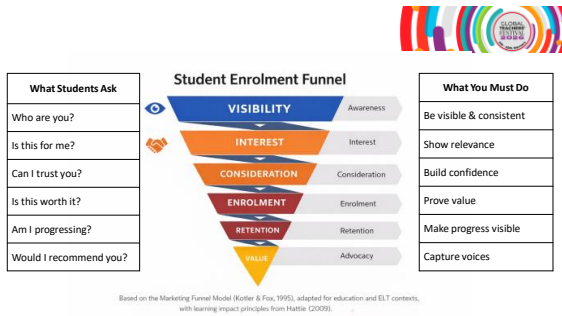
“Your brand is what other people say about you when you’re not in the room.”

Jeff Bezos, Founder of Amazon

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Student as Hero

“Make your customer the hero of your story.”

Ann Handley, Digital Marketing Author & Content Strategist



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Visibility is not ads. It's presence.

Do THIS:

- Show *real* students, not staged photos
- Share learning moments, not slogans
- Post consistently (even once a week)

👉 People trust people, not institutions.

Avoid:

- “We are the best” language
- Empty mission statements
- Silent social media accounts

👉 If people can't see you, they can't choose you.

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advancing learning academic programmes

GLOBAL TEACHERS' FESTIVAL 2026
3th - 20th February

Building Value
What's in it for me?

Innovation Education

22

Scroll Test

YES if a parent could understand your school's value in under 30 seconds online.

NO if not yet.

Type it in the chat, please.



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Gen Z Are Evaluators, Not Followers

- They research silently
- They compare before contacting you
- They test consistency, i.e. Website vs Instagram vs WhatsApp replies: any mismatch = red flag.
- They trust reviews, comments, and posts
- They decide *before* filling the form

👉 By the time Gen Z contacts you, the decision is already made.
👉 Your job is not persuasion; it's confirmation.



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Value Today = Future Readiness

They want schools that prepare students for:

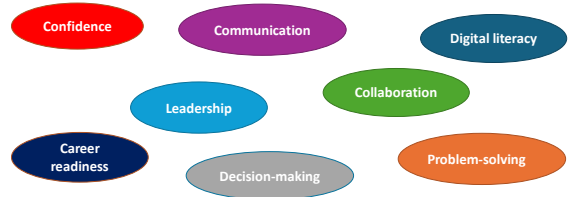
- University pathways
- Careers that don't exist yet
- Real-world tasks



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Future Skills Audit

Type **ONE** skill your school actively develops beyond academics.



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The Hidden Engine: Your People



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Staff Development = Enrolment Growth

Professional development boosts:

- Student performance
- Parent satisfaction
- Reputation
- Retention
- School image

👉 if your school invests in PD.



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On-Campus Experience: The Deciding Moment

The visit confirms everything families believe online.

Key visit factors:

- Warmth
- Organisation
- Student voice
- Visual appeal
- Tour guide quality



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Follow-Up That Converts

Generic follow-up loses momentum.
Personal follow-up builds confidence.

Strong follow-up = short, personal, specific, and memorable.

👉 if you've seen a boring follow-up email before.



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Follow-Up That Converts

Rewrite this in the chat using *human language*:

“Thank you for visiting our school.”

Thank you for spending time with us today. We hope today gave you a real feel for who we are.

We hope you felt the energy of our students.

Type it in the chat, please.



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Value: Where Enrolment Is Won or Lost

Do THIS:

- Make student progress visible (skills, milestones & pathways)
- Invest in teacher development
- Ensure the visit confirms the promise
- Follow up quickly and personally

Avoid

- Assuming progress speaks for itself
- Treating professional development as optional or invisible
- Relying on the visit to “sell” the school
- Sending generic or delayed follow-ups

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E-N-R-O-L-M-E-N-T

E – O – E –
 N – L – N –
 R – M – T –



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E-N-R-O-L-M-E-N-T

- | | | |
|---|--|---|
| <p>E – Experience: Design every touchpoint intentionally: first click, first call, first visit, and first follow-up.</p> | <p>O – Outcomes: Show progress clearly: skills gained, confidence built, & pathways achieved.</p> | <p>E – Engagement: Communicate like humans, not institutions (timely, warm, and personal.)</p> |
| <p>N – Narrative: Tell real student and parent stories.</p> | <p>L – Learning Culture: Hire carefully, develop continuously, and make teaching quality visible.</p> | <p>N – Now & Next: Teach today's skills while preparing for what comes next. (21st-century skills, college and career readiness)</p> |
| <p>R – Reputation: Deliver consistent quality so families recommend you without being asked.</p> | <p>M – Meaning: Answer the Gen Z question directly: How does this benefit my child's future?</p> | <p>T – Trust: Be transparent, reliable, and consistent (trust converts interest into enrolment.)</p> |



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