

Communications & Marketing Professional Learning & Key Dates 2022

TERM ONE (January 31 to April 14)

Media Training for Principals	8.30am to 12noon Thursday February 17
SAVE THE DATE: Catholic Schools Open Week - Photography Day #1	9.30am to 5pm Thursday February 24
Newsroom Training for CESA Websites (1 on 1)	1.5 hours per school Thursday March 10
Communications and Marketing Network Session Topic: Tours, Open Days and a Virtual Experience	9.30am to 11am Tuesday March 15
Developing your Communications and Marketing Strategy	9.30am to 4pm Monday March 21
Creating an integrated digital campaign (for rural and regional schools only)	 9.30am to 11am Thursday March 24

TERM TWO (May 2 to July 8)

SAVE THE DATES: Catholic Education Week	Monday May 9 to Sunday May 15
Media Training for Principals	8.30am to 12noon Wednesday May 18
SAVE THE DATE: Catholic Schools Open Week - Photography Day #2	9.30am to 5pm Monday May 23
Create a new and effective school website (1 on 1)	2 hours per school Tuesday June 7
Newsroom Training for CESA Websites (1 on 1)	1.5 hours per school Thursday June 16
Communications and Marketing Network Session Topic: Creating a Marketing Report for Boards & Leadership	9.30am to 11am Thursday June 23

MORE ON THE FOLLOWING PAGE >

Communications & Marketing Professional Learning & Key Dates 2022



TERM THREE (July 25 to September 30)

Communications and Marketing Network Session Topic: Ideas and Inspiration	9.30am to 11am Tuesday August 2
SAVE THE DATES: Catholic Schools Open Week	Friday August 22 to Thursday August 28
Newsroom Training for CESA Websites (1 on 1)	1.5 hours per school Thur September 1
Update your Prospectus	9am to 12noon Thurs September 15

TERM FOUR (October 17 to December 16)

How to register:

Further information, including costs and registration is available at <http://registrationcentre.cesa.catholic.edu.au/marketing>.

All Workshops and Training Sessions will be held at CEO Thebarton.

More information will be provided re: Catholic Schools Open Week photography sessions, Catholic Education Week and Catholic Schools Open Week.