

# OPEN DAY CHECKLIST

1. What research have you done on your community to determine what they like/don't like with an Open Day?
  - Just because you've done the same thing every year, doesn't mean it is working or what people want.
2. Allocate a marketing budget – this event is one of your key enrolment drawcards
3. Set a date and time well in advance
4. Consult with your school community – executive, staff, parents and alumni
5. Select key staff and students to be involved, brief and work with them
6. Create a schedule, tour plan and requirements list for the day
7. Outline your top-level marketing plan
  - Goals
  - Target audiences. Profile of prospects.
  - Tactics
  - Calendar schedule
8. Create your campaign
  - Photo / video shoot if required
  - Professional design
  - Professional copywriting
9. Plan your media and book it
10. Develop or refine your Enrolment Kit
  - Sustainable packaging - bag
  - Prospectus
  - How to enrol outline or enrolment form
  - Other key info
  - Novel gift
11. Set up your website for the event
12. Set up your social media accounts for the event
13. Organise signage for the day
14. Implement marketing at least 4-6 weeks prior
  - School newsletter
  - Digital – Google and social media accounts
  - Flyer
  - Poster
  - Advertising
15. Organise catering and other suppliers
16. Prepare internal brief and cheat sheet notes for staff and students. Do run through.
17. Set up on the day as per map/schedule, including doing social media updates on the day
18. Implement post Open Day plan
  - Follow ups
  - Remarketing campaign
  - Post Open Day marketing campaign
19. Track sign-ups 6 weeks , 3, 6, 9 months out
20. Evaluate all elements (How heard? All Digital Stats.) and Conversion
21. Celebrate your success. Promote results, advise/educate management