*OMTAC Ltd, 15-17 Middle Street, Brighton, BN1 2ND. United Kingdom.*
*Web: www.EngageEnrol.com Email: info@omtac.com*

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**Training Seminars for School & College**
**Marketing, Communications, Admissions**

# SUCCEED WITH CHATGPT & AI ADVERTISING, AI VISIBILITY, MICROSOFT ADS AND LINKEDIN ADS FOR SCHOOLS & COLLEGES

**London · Manchester · Birmingham · Geneva | February, March, April, May 2027**

Early Bird & Multiple Booking Discounts - Team Bookings Welcome

Learn to maximise Chat GPT & AI Advertising, AI Visibility, Microsoft Ads and LinkedIn Ads for your marketing and admissions - for full details and to book online please see:

www.engageenrol.com

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*Two Essential Digital Advertising Seminars for*
*School Marketing, Admissions and Senior Leadership Professionals*

Digital advertising is changing rapidly, creating exciting opportunities for schools and colleges to promote open days and admissions events, generate enquiries, attract prospective families and support pupil recruitment.

This specialist training has been designed to help you discover and learn new ways to attract prospective parents and students to your school or college through advertising in ChatGPT and other AI platforms, improved organic AI visibility, Microsoft Advertising and LinkedIn.

Don't miss this opportunity to discover and learn how:

**> ChatGPT advertising and organic AI visibility are changing school marketing.** AI is transforming how families discover, research, compare and shortlist schools. Advertising in ChatGPT (and, in due course, other emerging AI platforms) is promising new ways to reach prospective parents, while improving your school's organic visibility in AI-generated answers is becoming an increasingly important part of digital marketing.

**> Microsoft Advertising and LinkedIn offer valuable opportunities many schools and colleges are currently overlooking to their detriment.** Learn how these platforms can help

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 *© OMTAC Ltd*

you extend advertising reach, target relevant audiences, promote your school and admissions events, and make more effective use of marketing budgets. (At lower cost than you may think.)

Join our expert trainers, all experienced education marketers, for these specialist, in-person seminars designed to give school and college marketing and admissions professionals, and senior leadership teams, the understanding, practical knowledge and insights they need to take advantage of these developments.

*Likely to be the one of the most productive and most rewarding times*
*you and your colleagues spend off-site this academic year...*

Learn how these platforms work, discover opportunities relevant to your school or college, explore practical advertising strategies and leave with the knowledge, insights and confidence to make better decisions, improve campaign performance and strengthen your admissions marketing.

*The seminars will be relevant to all those working in Independent Schools, Academies, International Schools, MATs, Grammar Schools, Free Schools, Special Schools, Online Schools, FE & HE Colleges, Sixth Form Colleges, University Colleges, Revision Colleges, Language Colleges, Specialist Colleges, Camps and Tutoring Colleges etc.*

**London · Manchester · Birmingham · Geneva | February, March, April & May 2027**

Attend either seminar or both - each day delivers valuable, standalone training.

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## ABOUT ENGAGE ENROL (OMTAC LTD)

These training seminars have been organised by the team behind the 'Engage Enrol' and 'Know Your Audience' (KYA) conferences and events attended by 1000s of delegates from schools, colleges and universities around the UK, Europe and worldwide.

**Comments from our previous event attendees include:**

"Relevant content, chance to share experience and connect to other schools."
"Very professional, well organised... great speakers."
"Great tips I can take and implement straight away... brilliant!"
"Excited to pass on what I have learnt and to discuss lots with my colleagues about the day."
"New insights and experience gained!"

Previous events have included:

> Numerous 1 and 2 day training seminars around the UK, Europe, Middle East and Asia
> 'Engage Enrol' Conference at The Doubletree Hilton Hotel, Brighton UK, December 2025
> 'Artificial Intelligence' (AI) Online Conference, June 2025
> 'Open Events' & 'Social Influence' Conference at ACS Egham International School, Surrey UK, June 2024

> ‘Non-Traditional & First Time Buyers’ and ‘Earlier Years’ Conference, St Edward's School, Oxford UK, October 2023
> 'Reaching & Converting Your Audiences' Conference at Dulwich College, London UK, February 2020

*Engage Enrol events are for all those responsible*
*for Admissions, Marketing, Communications, PR & Crisis Comms,*
*Events, Development, Advancement, Fundraising, Alumni Relations*

Ensure Your School Or College Benefits...

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## YOUR EXPERIENCED TRAINERS - EXPERT EDUCATION MARKETEERS

*Learn, Strategise, Share, Network...*

Join our experienced trainers, all expert education marketers, for a practical, school-focused day designed to give you the knowledge, insights and confidence to make better decisions, improve your marketing activity and prepare for the future of AI advertising. Different members of our training team will share their expertise relevant to different seminars, they include:

**> Matt Horne:** Matt is the Head of Digital Media at Newcastle University and a freelance digital marketing and advertising expert based in Newcastle-upon-Tyne, with 16 years experience working in digital marketing. Currently managing Newcastle University’s Paid Media and Organic Social teams, Matt is a seasoned trainer and conference speaker with a wide-ranging skill set covering paid media strategy, content creation and community management.

**> Lucy Thornton:** A senior marketing and commercial leader with experience spanning education, travel, tourism, public sector, transport, health and consumer brands, Lucy was most recently Marketing & Direct Sales Director at BSC Education, with responsibility for admissions and customer service, and was previously Head of Marketing, PR & Admissions at Windlesham House School.

**> David Arendse:** David is the Digital Content Marketing Manager at The Royal Central School of Speech and Drama, a University of London conservatoire, and was previously group Marketing Manager at Inspired Learning Group. He has also held marketing and admissions roles at St Helen's School in London and at schools in South Africa. As part of his research for his MBA he studied how families choose schools.

**> Matthew D'Arcy:** A former Director of Marketing for an all-through day and boarding school, Matthew has provided consultancy in marketing and communications for the education and commercial sectors. He has delivered training in digital marketing and advertising for over 20 years to 100s of school and college marketing and admissions professionals and is the programme director for the ‘Know Your Audience’ and ‘Engage Enrol’ conferences.

*"Very professional, well organised... great speakers"*

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**One Day Training Seminar**

# AI SCHOOL & COLLEGE ADVERTISING WITH CHATGPT AND AI VISIBILITY

Discover New AI Advertising Opportunities & Improve Your Organic AI Visibility

***Locations:*** *Choose the location that suits you best - the seminars will take place in Birmingham, Geneva, London and Manchester; Early Bird and multiple booking discount availability and places limited.*

Please see: www.engageenrol.com/ai-advertising-ai-visbility

Get ahead of the changes transforming how prospective families discover schools - and learn how to use advertising in ChatGPT and stronger organic AI visibility, and hear about emerging AI advertising platforms too, to support your school's marketing and recruitment.

AI is already changing how prospective parents and students discover, research, compare and shortlist schools and colleges. At the same time, advertising in ChatGPT and, in due course, other conversational AI platforms, promises new opportunities to reach and engage them.

For school marketing and admissions teams, understanding these developments is becoming increasingly important.

Advertising in AI and improving your school's organic visibility in AI-generated answers are two complementary opportunities that deserve a place in your marketing strategy.

This essential, one-day Engage Enrol seminar brings both subjects together.

You'll learn how advertising in ChatGPT works, how to strengthen your school or college's organic AI visibility and how emerging AI advertising opportunities could help you attract prospective families, promote open days and admissions events, and generate enquiries.

Join our experienced trainers, all expert education marketers, for a practical, school-focused day designed to give you the knowledge, insights and confidence to make better decisions, improve your marketing activity and prepare for the future of AI advertising.

## What You'll Learn

**> AI Advertising with ChatGPT** — new opportunities for school or college pupil/student recruitment

Understand how advertising in ChatGPT works, the advertising opportunities and formats available, and how campaigns are planned, managed and measured. Explore applications for promoting schools, open days, admissions events and generating enquiries.

 *© OMTAC Ltd*

**> Organic AI visibility** — helping families discover and understand your school or college

Learn how AI-generated answers influence school discovery and comparison. Understand how to assess your school's visibility, identify gaps in the information AI tools find and use, and take practical steps to improve your school's discoverability and representation.

**> Other AI advertising platforms and emerging opportunities**

Discover developments beyond ChatGPT, with other AI platforms creating advertising opportunities too. Learn about the rapid evolution of AI advertising and the potential for future AI advertising for school marketing and recruitment.

**> AI-assisted advertising planning and improvement**

Explore how AI tools can help support research, campaign planning, advertising creative, analysis and optimisation.

## Why You & Your Colleagues Should Attend

**> Stay ahead of AI advertising developments.** Gain an understanding of new advertising opportunities and their relevance to school marketing.

**> Strengthen your school's organic AI visibility.** Learn how to improve the information and signals that help AI tools discover and describe your school.

**> Attract prospective families and promote admissions events.** Explore practical advertising applications for school awareness, open days and enquiries.

**> Understand ChatGPT advertising.** Learn about campaign planning, formats, audiences, budgets and measurement.

**> Discover emerging opportunities beyond ChatGPT.** Consider the wider AI advertising landscape and developments underway.

**> Make informed decisions with confidence.** Leave with new practical knowledge and priorities for AI advertising and marketing for your school or college, giving you a much better understanding of strategy and new opportunities to strengthen and boost your marketing and admissions.

**> Benefit from personal professional development**, have your questions answered, discuss latest developments in marketing and admissions and meet colleagues from other schools and colleges. This is a great opportunity to network with other marketing and admissions staff and senior leaders from across the Education sector, and to share information, tips, advice and ideas.

## What You'll Take Away

You'll leave with an understanding of advertising in ChatGPT (and insights about emerging AI platforms), practical tips and advice for improving your own school or college's organic AI

visibility, examples relevant to school recruitment and a clearer idea of how to evaluate and apply these opportunities.

Training materials will be provided at no extra cost.

## Programme - 09:15 to 16:30

08:45 - 09:15: Registration and refreshments
**09:15 - 10:35:** AI, school and college discovery and advertising in ChatGPT
10:35 - 11:00: Refreshment break
**11:00 - 12:30:** AI advertising opportunities for schools and colleges, campaign planning and measurement
12:30 - 13:30: Lunch break
**13:30 - 15:00:** Organic AI visibility: improving how your school or college is discovered and represented
15:00 - 15:25: Refreshment break
**15:25 - 16:30:** Other AI advertising opportunities, future developments and practical next steps

## Dates & Locations For The 1 Day Training Seminar

Please note, places are limited and early bird discounts end soon.

Choose from one of two dates in Birmingham, London and Manchester, or one date in Geneva:

> **London:** Tuesday 23 February 2027, Tuesday 27 April 2027

> **Manchester:** Monday 1 March 2027, Tuesday 4 May 2027

> **Geneva:** Thursday 11 March 2027

> **Birmingham:** Thursday 18 March 2027, Thursday 20 May 2027

Save by also booking to attend the 'Beyond Google & Meta - Microsoft & LinkedIn Advertising for Schools' seminar the following day in each location.

To book please go to:

www.engageenrol.com/book

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**One Day Training Seminar**

# BEYOND GOOGLE & META...
# MICROSOFT ADVERTISING & LINKEDIN ADVERTISING FOR SCHOOLS & COLLEGES

**Reach, Engage and Attract a Much Wider Audience of Prospective Students & Parents**

***Locations:*** *Choose the location that suits you best - the seminars will take place in Birmingham, Geneva, London and Manchester; Early Bird and multiple booking discount availability and places limited.*

Please see: www.engageenrol.com/microsoft-linkedin-advertising

We strongly recommend learning about the benefits of Microsoft Advertising and LinkedIn Advertising and how to take full advantage of the opportunities they provide...

* **to reach prospective families**

* **to promote your admissions events**

* **to generate more enquiries and ultimately more applications**

* **to make more effective use of your school or college's marketing budget**

...whether doing it yourself in-house - it's not so hard - or getting a good understanding of these two important advertising platforms ahead of working with an agency.

Many schools and colleges concentrate their digital advertising on familiar platforms such as Google and Meta, competing for attention alongside other schools and potentially missing valuable opportunities elsewhere.

Microsoft Advertising and LinkedIn Advertising offer powerful additional ways to reach relevant audiences and promote your school or college. (Microsoft Advertising can give access to millions of users who are often missed on Google, usually at a lower cost and with less competition.)

Used strategically, efficiently and cost-effectively, the two platforms can help you extend your reach, identify new audiences and strengthen your competitive position.

This essential, one-day Engage Enrol seminar will give you the practical knowledge to understand both platforms, identify opportunities for your school and plan, create, manage and improve advertising campaigns.

Join our experienced trainers, all expert education marketers, to discover how to make Microsoft and LinkedIn advertising work harder for your school, with practical demonstrations, school-specific examples and guidance on targeting, bidding, creative development, budgets, optimisation and measurement.

## What You'll Learn

**> Better campaigns, better use of your marketing budget**

Learn how to choose the most appropriate platform for your objectives, plan campaigns around prospective families and admissions activity, and improve performance through testing, analysis and optimisation.

Understand how to connect advertising activity with open-day registrations, qualified admissions enquiries, applications and enrolments.

**> Microsoft Advertising** - reach families researching schools and colleges

Discover how Microsoft search advertising works and how it can complement your existing marketing.

Learn about search campaigns, keywords, geographic and audience targeting, campaign setup, advertising creative, bidding, budgets, conversion tracking and optimisation.

Understand how existing campaigns can be adapted or imported where appropriate, and how to identify opportunities to generate relevant visits and enquiries.

**> LinkedIn Advertising** - reach valuable audiences and control advertising costs

Discover the opportunities LinkedIn offers for school and college marketing, including audience targeting, admissions-event promotion and relevant recruitment campaigns.

Learn about campaign objectives, advertising formats, audience strategy, creative development, bidding, budgets and performance measurement.

Explore practical approaches to testing and managing LinkedIn campaigns cost-effectively, including ways to avoid unnecessary expenditure.

**> Using AI to improve your advertising**

Discover how AI tools can help with research, campaign planning, creative ideas, performance analysis and campaign improvements across Microsoft and LinkedIn.

## Why You & Your Colleagues Should Attend

**> Discover opportunities many schools and colleges overlook**. Understand how Microsoft and LinkedIn can extend your school's advertising beyond familiar platforms to many more prospective students and parents.

**> Strengthen your competitive advantage.** Learn how to reach relevant audiences and promote your school or college more effectively.

*© OMTAC Ltd*

**> Make your advertising budget work harder.** Explore practical approaches to bidding, targeting, testing and cost control.

**> Attract prospective families and promote admissions events.** Learn how to apply both platforms to school marketing and recruitment objectives.

**> Build practical campaign knowledge.** Understand how campaigns are planned, created, managed, measured and optimised.

**> Improve how you measure results.** Connect advertising performance with enquiries, event registrations and admissions outcomes.

**> Put AI to work in your school and college advertising and marketing.** Learn how AI tools can support more efficient planning, creative development and analysis.

**> Benefit from personal professional development**, have your questions answered, discuss latest developments in marketing and admissions and meet colleagues from other schools and colleges. This is a great opportunity to network with other marketing and admissions staff and senior leaders from across the Education sector, and to share information, tips, advice and ideas.

## What You'll Take Away

You'll leave with an understanding of Microsoft and LinkedIn advertising and strategy, practical insight into campaign setup, targeting, bidding, budgeting and optimisation, and the knowledge to identify and pursue valuable opportunities for your own school or college.

Training materials will be provided at no extra cost.

## Programme - 09:15 to 16:30

08:45 - 09:15: Registration and refreshments
**09:15 - 10:35:** Beyond Google & Meta: missed opportunities and Microsoft Advertising
10:35 - 11:00: Refreshment break
**11:00 - 12:30:** Microsoft campaigns, targeting, budgets, tracking and optimisation
12:30 - 13:30: Lunch break
**13:30 - 15:00:** LinkedIn advertising opportunities, audiences, campaigns and bidding
15:00 - 15:25: Refreshment break
**15:25 - 16:30:** LinkedIn cost-effectiveness, measuring admissions results, practical next steps

## Dates & Locations For The 1 Day Seminar

Please note, places are limited and early bird discounts end soon.

Choose from one of two dates in Birmingham, London and Manchester, or one date in Geneva:

**> London:** Wednesday 24 February 2027, Wednesday 28 April 2027

> **Manchester:** Tuesday 2 March 2027, Wednesday 5 May 2027

> **Geneva:** Friday 12 March 2027

> **Birmingham:** Friday 19 March 2027, Friday 21 May 2027

Save by also booking to attend the 'AI School & College Advertising with ChatGPT and AI Visibility' seminar the day before in each location.

To book please go to:

www.engageenrol.com/book

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**One Day Training Seminars**

## BOOKING DETAILS

***Invest in New Advertising Knowledge and Opportunities***
***for Your School or College - Book your Digital Advertising & Marketing Training***

To book please go to:

www.engageenrol.com/book

Join experienced education marketers for specialist, in-person training covering ChatGPT and AI advertising, organic AI visibility, Microsoft Advertising and LinkedIn.

Gain practical knowledge, discover opportunities to attract prospective families and promote admissions events, and strengthen your ability to plan, manage and improve digital advertising.

Choose your location, select your seminar(s) and secure your place(s).

## Make The Most Of Your Booking

Attend both seminars and save £100 on the discounted early-bird prices compared with two separate one-day bookings.

## Choose Your Seminar/s, Location/s & Date/s

Each seminar is a complete, standalone training day; attend either day or both:

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* SEMINAR: **SCHOOL & COLLEGE ADVERTISING IN CHATGPT & AI VISIBILITY**

Learn how advertising in ChatGPT works, understand practical approaches to improving your school's organic visibility in AI-generated answers and discover new, evolving AI advertising opportunities.

* SEMINAR: **BEYOND GOOGLE & META: MICROSOFT & LINKEDIN ADVERTISING FOR SCHOOLS & COLLEGES**

Learn how to use Microsoft Advertising and LinkedIn Advertising strategically and cost-effectively to reach relevant audiences, promote admissions events, generate enquiries and improve campaign performance for your school or college.

## Booking Options

With the Early Bird and multi-booking discounts (available for a limited period) the fee to attend is just £295 (or £275) per person and includes the day's in person training, materials, lunch and refreshments in Birmingham, Geneva, London or Manchester:

**> One delegate, for 1 delegate attending 1 seminar:** £295 discounted early-bird rate per person (save £50 for a limited period). When the early-bird discount ends the cost will be £345 per person.

**> One delegate, for 1 delegate attending 2 or more seminars:** £275 discounted early-bird rate per person per seminar (save £100 for a limited period). When the early-bird discount ends the cost will be £325 per day per person.

**> Two or more colleagues attending 1 or more seminars:** £275 discounted early-bird per person per seminar (save £100 - currently available for a limited period). When the early-bird discount ends the cost will be £325 per day per person.

VAT is not applicable to the ticket prices - the ticket prices given above are the total you will be charged.

Payment can be made by Credit or Debit Card - the payment will appear on your statement as "Engage Enrol (OMTAC Ltd)".

(Payments are processed through the TryBooking platform by our merchant service provider Stripe.)

## Your Booking

To book please go to:

www.engageenrol.com/book

Then select your location and preferred seminar or combination, enter your delegate details and complete your booking securely through Engage Enrol (OMTAC Ltd), with TryBooking and Stripe.

An invoice receipt will be emailed to you after your booking has been processed, confirming the payment and your booking.

After booking please monitor your 'Junk' or 'Spam' folder incase emails from TryBooking and OMTAC Ltd confirming your booking(s) etc are caught there... if necessary please 'whitelist' the email address(es) to prevent it happening again... you can also use the booking recovery option (please scroll down the page) to have your booking information resent to you.

If you have any questions or difficulty booking please don't hesitate to contact the Engage Enrol Team: info@omtac.com

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## FREQUENTLY ASKED QUESTIONS (FAQs)

Please see:

www.engageenrol.com/faqs

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## About The Training

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**> Are the seminars suitable for beginners?**

Yes. Both days are designed for anyone responsible for overseeing and/or delivering school or college marketing and admissions with varying levels of digital advertising experience.

Less experienced staff (senior leadership and marketing and admissions colleagues) and more experienced marketers and senior leadership will all benefit from exploring additional platforms, opportunities and campaign approaches.

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**> What will I learn about ChatGPT advertising?**

You'll gain insights into and an understanding of how advertising in ChatGPT works, the opportunities and formats available, how campaigns are planned and measured, and how these developments relate to school and college marketing and admissions.

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**> Does the AI seminar include organic AI visibility?**

Yes. You'll learn how AI-generated answers influence school and college discovery, how to assess your own school or college's visibility and practical approaches to improving its discoverability and representation.

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**> Will the Microsoft & LinkedIn Advertising seminar include practical campaign guidance?**

Yes. The programme will touch on campaign planning, targeting, creative development, bidding, budgets, cost control, measurement and optimisation across both platforms.

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**> Which schools and colleges are these seminars relevant to?**

The seminars are relevant to UK schools and colleges and International schools and colleges, with practical considerations for different recruitment audiences and markets.

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**> Can I attend just one seminar?**

Yes. Each day is a complete, standalone seminar. You can attend either day or both.

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## Booking Questions

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**> Will I receive joining instructions?**

Yes. You will receive a booking confirmation and then, at least two months ahead of your training seminar(s), full joining instructions will be provided for the seminar(s), with details of the training venue and nearby accommodation options and travel information.

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**> Are there any discounts for hotel accommodation?**

If you require accommodation, for venues that have accommodation we will provide a discount code for the accommodation where possible however all our training venues are close to a good choice of accommodation to suit all budgets.

Given that circumstances can change and mean you are unable to attend at short notice or a seminar has to be rescheduled due to factors such as illness, bad weather, transport problems etc, we recommend making all travel and accommodation arrangements on a flexible basis and having travel insurance.

Engage Enrol (OMTAC Ltd) is not responsible and cannot take responsibility for any additional costs you may incur (other than the seminar fee) due to cancellation or non-attendance.

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**> The booking Terms & Conditions are as follows:**

* Places are fully transferable between colleagues in the same school or college - you can change the name of the person attending before the day of the seminar.

* You can cancel for a full refund up to 5 weeks before the seminar date.

* Between 5 weeks and 14 days before the seminar you can cancel for a 50% refund.

* No refunds will be given for cancellation under 14 days before the seminar but places are fully transferable as stated above.

* All cancelations and changes in the names of those attending must be notified to Engage Enrol (OMTAC Ltd) in writing and be acknowledged by Engage Enrol (OMTAC Ltd) in writing.

* If for any reason we have to reschedule a seminar we will do so with as much notice as possible and arrange an alternative date or dates for you to attend. If you or a colleague are unable to attend on another date or we are unable to reschedule a seminar we will issue a full refund of the seminar fee.

Given that circumstances can change and mean you are unable to attend at short notice or a seminar has to be rescheduled due to factors such as illness, bad weather, transport problems etc, we recommend making all travel and accommodation arrangements on a flexible basis and having travel insurance.

Engage Enrol (OMTAC Ltd) is not responsible and cannot take responsibility for any additional costs you may incur (other than the seminar fee) due to cancellation or non-attendance.

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## CONTACT US

***How Can We Help?***

Please get in touch if you have any questions or difficulty booking:

info@omtac.com

*Matthew and the Engage Enrol Team*

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## PREVIOUS DELEGATE COMMENTS

**> JUST SOME OF THE COMMENTS FROM DELEGATES ATTENDING PREVIOUS EVENTS...**

"It seemed very relevant to my job - I am relatively new and therefore have a lot I can still learn. There was a lot of food for thought in the meetings."

*"I am the only Marketing person in our setting and so it's important (and interesting personally) to see what other schools are doing. It's much more efficient to attend a conference like this than spending days of doing my own research. Even then I wouldn't find the quality of information I have received during the conference."*

"Breakouts were sooo useful. The speakers were amazing, I really found the presentations from speakers at ACS so informative and helpful. The speaker from Young V&A was so inspirational also."

*"Lots of breakouts which was great (as not every breakout is applicable to all attendees) and a good range of keynote speakers covering a wide range of topics."*

"The schedule was very packed and kept me busy - in a good way. With too much time in between I would probably have gotten sucked in to work and not be as present as I was!"

*"I am now mapping a new social media strategy in my head! We are also going through a brand refresh so I found the presentations very useful."*

"Relevant content, chance to share experience and connect to other schools."

*"Excited to pass on what I have learnt and to discuss lots with my colleagues about the day."*

"I've definitely taken away ideas to consider going forward and sharing practice with others in similar roles is helpful."

*"New insights and experience gained!"*

"I took back home a few ideas that are applicable right away like how to improve my organic communication on social media and how to connect better with the neighbourhood that my school is set in."

*"Plenty of content, with knowledgeable and approachable speakers."*