



EDWARDSCO.

UNFORGETTABLE VIRTUAL ADMISSIONS EVENTS

THE MOST IMPORTANT STRATEGY
NOBODY'S TALKING ABOUT

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ABOUT EDWARDS CO

Allen-Stevenson School

Charles River School

College Preparatory School

Cheshire Academy

Dana Hall School

Episcopal Academy

Ethical Culture Fieldston

Fessenden School

Forsyth Country Day

Garrison Forrest

Groton School

Harding Academy

Hawken School

Hopkins School

Kent School

Kew-Forest School

Latin School of Chicago

The Madeira School

New Canaan Country School

Park School of Baltimore

Phillips Academy (Andover)

Phillips Exeter Academy

Pomfret School

Renbrook School

St. Andrew's Episcopal

St. John's School of Dallas

St. John's Prep

St. Mark's School

St. Paul's School, NH

The St. Paul's Schools,
MD (3 schools + unified)

School Year Abroad

Seattle Waldorf School

Speyer Legacy School

Stanwich School

Tilton School

Town School

University School, OH

Whitby School



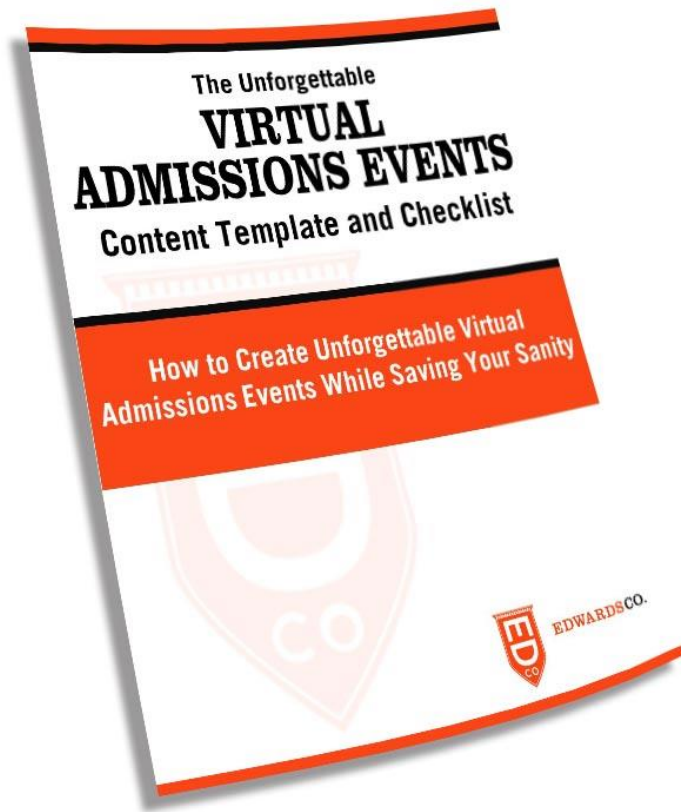
WHAT YOU'RE GOING TO LEARN TODAY

The 5 Most Important Tips:

- Why *one* message is critical
- How To Choose Your *One* Dining-Room-Table Message.
- How To Communicate Effective Examples That Bring Your Message To Life.
- How To Highlight The Benefits That Parents Care About.
- How To Choose The Best School Representatives For Your Event.



DOWNLOAD YOUR TEMPLATE NOW



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cAseSenSitivE!!

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**For AISAP Members, Book your
FREE 90-min Planning Session**

<https://bit.ly/EdCoQuestionnaire>



POLL

1. Have you already had 1 or more Virtual Admissions Events?
2. How did it go?



POLL

3. Do you have or are you planning to have a script, content guide, or talking points for school representatives?
4. Did you or are you planning to choreograph and practice with all representatives ahead of time?



WHAT'S WRONG WITH VIRTUAL EVENTS?

- You will not have their full attention.
- They arrive with preconceived notions.
- You will not have their full attention.
- They're scanning for evidence that proves their preconception right.
- You will not have their full attention.
- They simply cannot absorb information.
- You will not have their full attention.



WHY ONE MESSAGE?



POLL

5. How difficult will it be for all of the involved school representatives to agree on *one central message*?



FIRST, CHOOSE YOUR ONE MESSAGE

- There is a fool-proof method of choosing the perfect message, but that's a process.
- Right now, any authentic message will be much much much better than information bombardment.
- What do you usually say if asked, “What’s so special about your school?”
Answer in Q&A area.



UNFORGETTABLE VIRTUAL ADMISSIONS EVENTS

CONTENT TEMPLATE AND CHECKLIST

Our ONE Message: _____

Examples: Best school for values-centered education. Best school for joy of learning. Best school for college placement.

WHERE THEY CAN SEE IT IN ACTION Maximum of 3	WHAT IT LOOKS LIKE Help them imagine their child experiencing it. Paint a picture to make it real to them.	SHORT-TERM BENEFIT(S) TO THEIR CHILD Concrete example of what their child will learn on any given day.	LONG-TERM BENEFIT(S) TO THEIR CHILD An example of who their child will become because of this experience.	BEST FORMAT TO CONVEY THE STORY One person to many Panel discussion	BEST PERSON(S) TO ILLUSTRATE THE EXAMPLES Type of person (faculty/administrator/parent/student/alum) and name

Our ONE Message: Best School for Values-Centered Education

Examples: Best school for values-centered education. Best school for joy of learning. Best school for college placement.

WHERE THEY CAN SEE IT IN ACTION Maximum of 3	WHAT IT LOOKS LIKE Help them imagine their child experiencing it. Paint a picture to make it real to them.	SHORT-TERM BENEFIT(S) TO THEIR CHILD Concrete example of what their child will learn on any given day.	LONG-TERM BENEFIT(S) TO THEIR CHILD An example of who their child will become because of this experience.	BEST FORMAT TO CONVEY THE STORY One speaker or panel discussion; Type of person (faculty/administrator/parent/student/alum)	POTENTIAL PEOPLE Specific name for follow-up
Classroom	Frequent discussion of honor code and expectations; your child will develop a sense of responsibility and accountability for their behavior and schoolwork.	Your child be a more responsible and accountable student; your child will begin to develop a moral compass.	Your child will make smarter decisions in college and life.	One person, beloved teacher	Mrs. Johnson or Mr. Gomez
Sports	Students will help an injured opponent	Even in intense competition, your child will learn to win and lose graciously	Your child will become a positive and productive leadership	One person, winning coach	Coach Batelli
Little Buddy program (older students sponsor/mentor younger students)	Mentors help with homework, high fives in the hallways, check in with the younger student if home sick.	Your child will develop proactive compassion, a sense of responsibility, and confidence	Your child will become an active member of their service community in college and beyond.	A mentor/mentee pair	Susan and Jamal



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DISCUSSION AND QUESTIONS!

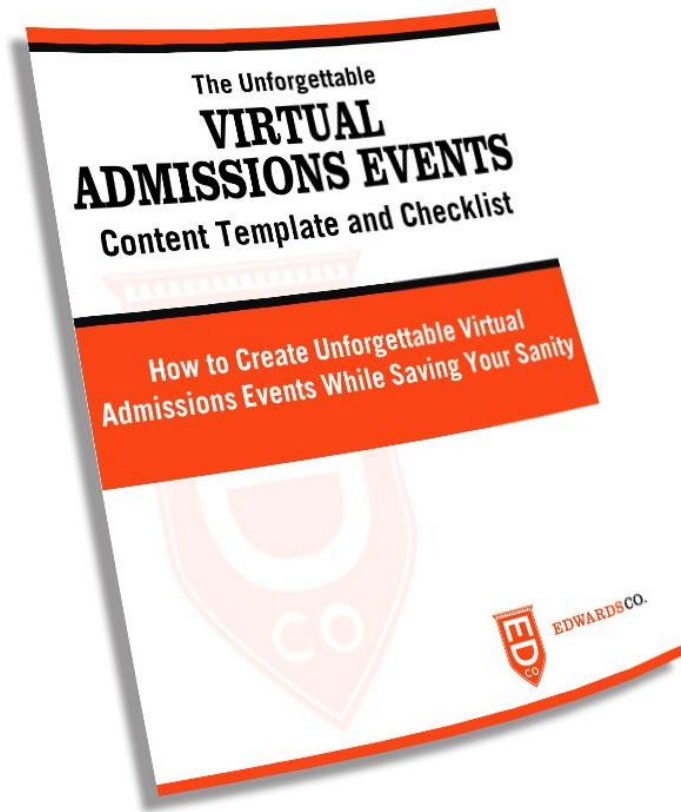
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THANK YOU!

October 2020
AISAP

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