



Catholic
Development
Network Inc.

Session 4

Secrets to Open Days, Principal's Tours

A guide on successful school events.

*Natasha Alexander, Director of Development and
Enrolment Whitefriars College*



Secrets to School Events!

- Defining your event
- Budgeting for your event
- Marketing your event
- Communicating with your team

Open Days / Tours / Community Events



Define your event

- Who is your target audience?
- What are your goals?
- Are similar events being held?
- Does it need to be flexible?

Budget for your event

- Do you have a limited budget, if so where to spend?
- Is this a chargeable event?
- What do you need vs want?
- Is there a minimum number to make it viable?

How do you Market?

- The more people that know, the more that will attend ... how do you promote?
- Why should someone attend?
- Social Media exposure
- Is it easy to register?

Your Team

- The Preparation
 - Current Staff / Parents / Students
- The Day
 - Current Staff / Parents / Students

Review

- Number that attended
- Budget
- Feedback – Staff and participants