

## School Tours

### Best Practice for School Tours

- Most schools do 2 tours per term
- Bookings Online
- Fix the numbers at capped levels to give premium
- Vary days
- Multi-campus on different days
- Principal and senior staff in attendance
- College Captains to welcome tours
- Student ambassadors – from a trained pool
- Possibly have split tour groups adults only / children only
- Send Thank you email in day after the tour
- Private Tours for Primary years
- Merchandise packs for each attendee
- Track data

### Point of Maintaining Contact

- Expression of interest communication
- Registration
- Point of Enrolment

### Biggest Area of Weakness / Opportunity

- Longitudinal data tracking from early expressions of interest to enrolment
- Understanding the prospect pipeline
- Not enough resources to manage this

