



## **ADMISSIONS DIRECTOR CONFERENCE 2012 OVERVIEW**

This year the Admissions Conference in Vancouver will focus on one primary theme:

*Looking Inward, for Success in the 21<sup>st</sup> Century.*

This progressive conference will feature three speakers: **Michèle Soregaroli, CIM, PCC; David MacLeod; and Susan Matheson.** With their expertise, we will cover topics of “Differentiation – The ONLY Choice”, “Educational Engagement – Refreshing Your Focus”, “Developing Cultural Intelligence”, and “Solutions for the Future”.

These featured speakers will guide our conference participants to identifying where we are, why we need to change, and how we can change. Through interactive group workshops and discussions, admissions staff from each school can clarify/identify their niche markets, learn about challenges and opportunities in independent schools, as well as gain insight into cultural intelligence and its role in admissions in the 21<sup>st</sup> century. For details on presentation topics and speaker profiles, please review the subsequent pages.

This conference is designed for all members of your admissions office. Each day’s program is structured around a major presentation on a key-note topic, followed with open-space workshops in a modified format. Unlike the 2010 conference, we are requesting participants to submit in advance the topics that they would like to see addressed at the conference. We will then endeavour to take these topics and create a structured Open Space style workshop. Individuals submitting topics may be invited to facilitate or co-facilitate their sessions.

Our conference will be held at Granville Island Hotel, located in the scenic Granville Island near downtown Vancouver. The reduced room rate will be offered on Friday and Saturday (April 20 – 21) prior the conference should you wish to come early to enjoy a wonderful weekend in Vancouver.

Registration is available online: <https://www.cais.ca/page.cfm?p=770&LockSSL=true>

For more information, please contact Mr. Lindsay Thierry at [lthierry@stgeorges.bc.ca](mailto:lthierry@stgeorges.bc.ca)

## Speaker Profile

### Michèle Soregaroli, CIM, PCC Business Differentiation Strategist

#### *Differentiation – The ONLY Choice*

For over 30 years, Michèle has been engaged in all aspects of business including sales, marketing, operations and training. Starting her first business at age 15, Michèle's impressive experience spans a broad spectrum of core business disciplines. Drawing upon her international business experience, she learned that although conformity is safe, it insidiously fosters the toxins of apathy, emptiness and despair in life.

Uncompromising in her determined quest for a business founded on value, meaning and significance, she created The Business Differentiation Blueprint. Michèle has worked with public and private companies of all sizes across Canada including well-known companies such as TD Waterhouse, ReMax, HUB Financial, London Life, CIBC Wood Gundy, Dundee Wealth, and more.



#### **Differentiation – The ONLY Choice**

In this exciting presentation, Michèle shares the essential elements of business differentiation and the real consequences of complacency.

“You don’t get to the end of your life, wishing you had more success – you get to the end of your life wishing you had more meaningful experiences and made more of an impact.” ~ Michèle Soregaroli

In this presentation, Michèle will reveal the power of differentiation and why it’s your only real choice:

- Learn the critical distinctions between being Different and being Differentiated
- Learn the 6 Essential Elements of a Successful Differentiation Strategy
- Discover the 10 most common Mistakes that Compromise Your Business Success
- Understand how being Consistent and Predictable will Differentiate your Business
- Learn the 1 Critical Ingredient to your business success and how to access it

## Speaker Profile

**Dave MacLeod**  
**THOUGHTstream**

### *Educational Engagement – Refreshing Your Focus*

Dave MacLeod is the Vice President of THOUGHTstream, a Canadian software company specializing in group engagement and online facilitation. Dave has an interdisciplinary background in business development, sales, marketing, project management and facilitation. Dave is passionate about group development and communication innovation and has worked in leadership roles in both the non-profit and business sectors. He is a proud new father, loves snobby coffee and plays a little guitar.



#### **Outline:**

This participatory process will be an opportunity to network and learn from each other while focusing on key questions and priorities regarding educational engagement.

This event will begin online using THOUGHTstream 3 weeks prior to the live gathering which will give participants an opportunity to contribute, review and prioritize responses to key questions about parent expectations, retention, enrolment and the development of admission strategies.

During the live session in Vancouver, participants will engage into the prioritized ideas most important to them in a series of small table dialogue sessions.

This interaction will blend structured conversation with a process to gather and prioritize qualitative national admissions data that can be applied to your school.

All participants will be sent the following questions via THOUGHTstream prior to the conference to reflect on and be prepared for discussions during the breakout sessions:

1. What key aspects of admissions are currently most important for you to learn about and focus on?
2. In what key ways are parent expectations changing?
3. What do you feel are the key challenges facing school enrolment and retention in 2012?
4. What are some opportunities you see for shifting or developing your school admission strategy?
5. What are the most important messages to convey to parents about the value of independent education in Canada?

## Speaker Profile

**Susan Matheson**  
**The Image Builders**

### *Developing Cultural Intelligence*

Susan Matheson is a co-founder and Managing Partner of *The Image Builders*, a firm specializing in optimizing personal and professional image. As a Canadian who has lived and worked in Asia, Latin America, and Europe, Susan has developed a truly global perspective on the importance of Etiquette in a cultural context. Her business experience in international trade, travel, and health care is complemented by studies at the graduate level in Asia-Pacific business, and formal training in protocol and etiquette in Atlanta and Washington, D.C. Her presentations in Cultural Intelligence, Etiquette, and Dining have been enjoyed by business persons, diplomats and students alike.



### **Cultural Intelligence Presentation**

It is a competitive, globally-oriented business world; there are countless organizations and individuals with brilliant ideas, products, and services. How does one stand out and achieve success in such a crowded and culturally-diverse marketplace?

The answer is proven time and time again – the business leader or enterprise projecting confidence and competence, communicating trustworthiness and respect, whose overall image is most professional - is always the preferred choice.

This session will focus on developing Cultural Intelligence – a skill that positively enhances one’s ability to succeed in diverse settings and across cultures. Whether managing a multicultural student body or engaging in international marketing campaigns, this discussion will provide you with an understanding of how we must responsibly adapt to cultural influences.