



The P5concepts – Areas of specialism

Commercial lettings Service

1. Visit/meeting with the client- What we can offer
2. Audit- (1 to 2 days). Supply questionnaire a week before the audit. Meetings with the Estates/Facilities Manager, Housekeeper and Bursar/Finance Director.
Recommendations:
 - Potential income generation
 - Profit margins
 - Competitive rates
 - Potential customers
3. Report- completion of a detailed report to include:
 - Report
 - Workable spreadsheets
 - 2 year strategy including marketing plan
4. Evaluation after Year 1
5. Generating specialist lettings
 - a. Sports Field based lets
 - b. Conference
 - c. Residential courses
 - d. Permanent community sports clubs
6. Finding a client – we offer a service utilising our contacts in the area of commercial development. A commission charge is made and is dependent on the cost for facility hire or cost per bed nights for residential lettings.
The commission rate is 5% year 1 or 2.5% per year

Educational Marketing and recruitment

1. Evaluation of current School Marketing and recruitment strategy- visit meet with Headmaster, senior staff and Marketing /Admissions Department.
2. Complete research under the following headings
 - a. What is the USP?
 - b. Overview of the School
 - c. What is the competition?
 - d. Promotional Material (current)
 - e. Admissions management – success of procedures
 - f. Areas of recruitment
 - i. Day
 - ii. Weekly
 - iii. Boarding
 - g. The competitive positioning of the school
 - h. SWOT analysis
3. Produce a Marketing report and recommendations
4. Generate a Marketing Strategy
5. Budgeting for the future
6. Admissions process and procedures (mentoring and training to establish an effective process)
7. Re-evaluation after 1 year

Alumni and Fundraising

1. Evaluation of the current Alumni organisation and fundraising activity.
2. Alumni data storage and recovery
3. Alumni Re-connection –
 - a. Friend raising opportunities
 - b. Alumni Events and societies
 - c. Establishing potential major donors
4. Fundraising
 - a. Bursary funds
 - b. Legacy
 - c. Ways of giving
5. Maintaining connection
 - a. Web based storage and interaction
 - b. Facebook, twitter, linked in and other modes of social media
6. The Appeal
 - a. Establish frame work an appeal
 - b. Targeting major donors
 - c. Launching the appeal

Coaching and Training

1. Bespoke training in areas of:
 - a. Marketing
 - b. Customer Service
 - c. Admissions
 - d. Commercial development
 - e. Alumni development
 - f. Staff awareness
2. Setting up a department
3. Recruiting the right staff
4. How to establish a strategic plan

For more information please email Paul at p5scott@p5concepts.com or call 07946851268