Enrollment Leaders Roundtable

A New Playbook for Smart Recruitment Marketing

**January 16–17
New Orleans, LA**

Meeting & Hotel Location

The Ritz-Carlton
921 Canal Street
New Orleans, LA 70112
P 504-524-1331

Dinner Location

Broussard's Restaurant & Courtyard
819 Conti Street
New Orleans, LA 70112
P 504-586-1155

AGENDA

Day 1—Wednesday, January 16

3:00 p.m. — **Welcome and Introductions**

3:30 p.m. — **A Shifting Foundation**

Understanding Key Market Forces Redefining the Enrollment-Management Challenge
While the main market forces affecting student recruitment are well known, the full extent of their impact remains uncertain—as does the correct course of action in the face of these pressures. This presentation offers an analysis of these trends and serves to enable the first steps in developing a response.
Presented by EAB

4:30 p.m. — **Break**

6:30—9:00 p.m. — **Cocktails & Dinner**

Day 2—Thursday, January 17

8:00 a.m. — **Breakfast**

8:30 a.m. — **Welcome and Introduction to Enrollment Intelligence**

Fueled by the market's largest data asset, Enrollment Intelligence represents how EAB Enrollment Services supports colleges with a combination of prescriptive analytics, smart recruitment marketing, and strategic advisory support to deliver industry-leading results.
Presented by EAB

8:45 a.m. — **Break**

9:00 a.m. — **Proven Paths to Enrollment ROI**

Five Actionable Insights from EAB's Recruitment-Marketing Innovation Lab
The approach taken by EAB Enrollment Services to recruit students is, first and foremost, evidence-based. This presentation highlights five of the most important insights to have emerged from our relentless research, testing at scale, and sophisticated data analysis.
Presented by EAB

AGENDA

Day 2—Thursday, January 17 (Continued)

10:00 a.m.	**Break**

10:05 a.m.   **Enrollment Leadership in the Era of Machine Learning**

How Ongoing Advances in Data and Analytics Are Transforming Student Recruitment
All branches of industry and academia are being transformed by the rapid, ongoing evolution of "big data" and analytics, and enrollment management is no exception. This presentation offers real-world examples of machine learning and other advanced data techniques applied in student recruitment.
Presented by EAB

11:05 a.m.   **Break**

11:15 a.m.   **Perfecting Parent Engagement**

Key Lessons on Securing the Support of Your Most Powerful Recruitment Ally
This session will describe how EAB uses advanced data science to identify parents of college-bound students and the innovative recruitment marketing approaches that this capability enables. The presentation will also include key insights from a large survey of parents undertaken by EAB, examining questions such as what really matters to them about schools their students might attend.
Presented by EAB

12:15 p.m.   **Lunch with the option to attend a Pipeline Analytics demo**

Enjoy a networking lunch with your peers or attend an optional session where you'll get a demonstration of EAB's Pipeline Analytics platform.
Presented by EAB

1:15 p.m.   **Client Panel Presentation**

Four Stories of Success in Today's Enrollment Environment
The most impactful EAB Enrollment Services partnerships are very much collaborations between us and our college and university partners. During this session, a panel of enrollment leaders from three EAB client institutions will describe how they made the most of their partnerships—including lessons on securing support from key institutional stakeholders—and will take questions from the audience.
Moderated by EAB

2:15 p.m.   **Closing Remarks**