

ONE BIG DAY

of Ideas & Inspiration



Wednesday March 8 2023

Catholic Education Office, Thebarton
Register via registrationcentre.cesa.catholic.edu.au

Conference Program

	INTERNATIONAL WOMEN'S DAY BREAKFAST (OPTIONAL) Leading from the Heart Kick off the day with some feel-good inspiration. These four women will get you motivated and dreaming big for 2023! Facilitator: Dr Jill Gowdie, Assistant Director, Catholic Identity and Mission, CESA Panel: Kelly Bunyon, Inaugural Principal, Compass Catholic Community Trish Jarvis, Executive Officer, Catholic School Parents SA (CSPSA) Lara Ridley, Year 10 student and entrepreneur, Kildare College
7.30 ^{am}	
8.30 ^{am}	REGISTRATION
9.00 ^{am}	WELCOME & OPENING LITURGY
9.15 ^{am}	OPENING ADDRESS Dr Neil McGoran, Executive Director, Catholic Education South Australia
9.45 ^{am}	PERCEPTIONS OF CATHOLIC EDUCATION Key Findings from 2022 Square Holes Market Research
10.30 ^{am}	MORNING TEA
11.00 ^{am}	CATHOLIC SCHOOLS OPEN WEEK OPPORTUNITIES AND INSPIRATION High Impact: How to ensure your school makes the most of Open Week 2023
11.55 ^{am}	WORKSHOPS Choose from 3 workshops
12.45 ^{pm}	LUNCH
1.30 ^{pm}	WORKSHOPS Choose from 3 workshops
2.25 ^{pm}	WORKSHOPS Choose from 3 workshops
3.15 ^{pm}	AFTERNOON TEA
3.30 ^{pm}	THE FAST FIVE Habits and Hacks: 5 schools share tactics that work for them
4.30 ^{pm}	CONFERENCE CLOSE



Workshops

Participants will have the opportunity to join 3 workshops.

You can choose to delve deep into one stream
– or pick a selection of workshops from multiple streams.

DIGITAL STREAM

UNLOCKING THE POWER OF DATA

An introduction to Google Analytics 4.

Tim Maeder & Sasha Boylen, Boylen

BUILDING A STRONG DIGITAL PRESENCE

Website Design, Accessibility, and Security.

Vince Fusco, Boylen
Siobhan Evans, CESA

IPHONE PHOTOGRAPHY

Take your smart phone photography to the next level.

Steve Davis,
Talked About Marketing

CREATIVE STREAM

ASSESSING GOOD DESIGN

The elements of effective visual communication.

Nick Brz,
NATION Creative

THE GOOD, THE BAD AND THE UGLY

An honest look at inhouse video production

Janine Atkinson & Ethan White,
Xavier College

GETTING CLEVER WITH CANVA

How to use Canva to keep your school's brand looking on point.

Marketing & Communications Team,
Nazareth Catholic Community

STRATEGY STREAM

OUTDOOR ADVERTISING

Strategically plan your next campaign with Australia's leading Out of Home provider.

Sarah Ibbotson & Bree Tassell,
oOh!media

STRENGTHENING PARENT ENGAGEMENT

How to make the change from "Not another thing..." to "Let's do this!"

Trish Jarvis, CSPSA

REPUTATION MANAGEMENT

How to stay cool and calm in a crisis.

Ben Hooper,
Corporate Conversation

Presenters

We have a great line up of presenters booked for the day including:



Kelly Bunyon Principal,
Compass Catholic Community

Kelly is the inaugural Principal at Compass Catholic Community in Davoren Park. Compass opened in 2022 and offers an alternative education option to a growing number of students aged 17 to 24 who have not thrived in mainstream schools.



Steve Davis Creative Director,
Talked About Marketing

Steve is a FIVEaa business commentator and Creative Director and Principal of local marketing agency, Talked About Marketing (named after Oscar Wilde's quip that there's only one thing worse than being talked about and that's not being talked about).



Ben Hooper Senior Consultant,
Corporate Conversation

Ben Hooper is Senior Consultant at Corporate Conversation - a leading media and communications firm with specialist skills in crisis and issues management. Ben is a trusted advisor to some of South Australia's and Australia's leading businesses and organisations.



Dylan Jacob Research Manager/Analyst,
Square Holes

Dylan is a skilled and experienced research manager and analyst with a passion for data. He has a keen interest in the role of creativity in advertising and fascination for what makes people tick.



Trish Jarvis Executive Officer,
Catholic School Parents SA (CSPSA)

Trish Jarvis has an established advocacy background of over 21 years. Giving people a voice that did not have one, or when other voices were louder, is a passion she has now chosen to turn into a vocation through her appointment as Executive Officer of CSPSA.



Greg Knagge CEO,
NATION Creative

Greg is an award-winning strategist, creative director, copywriter, and art director who has contributed to the success of many high profile national and international brands across an extensive range of industry sectors.

Register

Register now at registrationcentre.cesa.catholic.edu.au

Our final full program will be released on Monday February 20.

Breakfast and Workshop bookings will open on Monday February 20.