Brand new day: the revolutionary ideas transforming student experience

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Deputy Chair, ATEM Bass Region,
Membership & Marketing Sub-Committee

Wednesday 20th September, 2017

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connecting your career with people and practice

edge
Engage. Discover. Grow. Excel.

ATEM Bass is committed to connecting your career with people and practice. We aim to give you the 'edge' in higher education by enabling you to;

Engage

Providing engagement opportunities for members by Connecting People and Groups from around the higher education community and beyond through activities, conferences and events.

Discover

- Building Professionalism and Capability by offering PD programs/events/activities that help you discover how to build and improve your skills and capabilities for your daily work.
- Discover special interest groups and communities of experts in higher education specific roles as well as exposure to hot topics

Grow

Empowering members to grow their careers - Extend, influence and build partnerships

Excel

Recognising and rewarding excellence and good practice across the sector by members

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Panel Members

Mark Gandolfo - Director, GRIT

Jamie McDonald - Director, Marketing Advancement & Community Engagement, Federation University

Trisca Scott-Branagan - Executive Director, Marketing, Deakin University

Michelle Gillespie - Director, Student Administration and Library Services, Swinburne University

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How does the notion of brand transform student experience?

The notion of Brand!

2012

2016

2017

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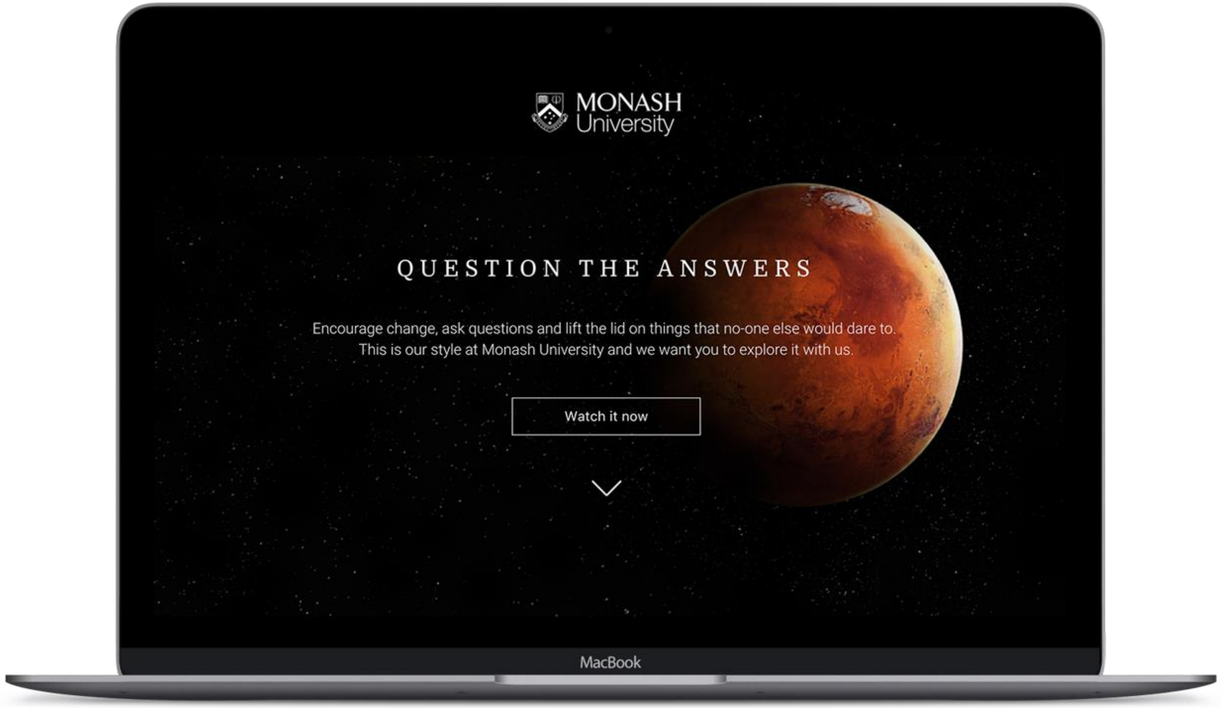
MONASH
UNIVERSITY

2000

MONASH
University

2016



2017

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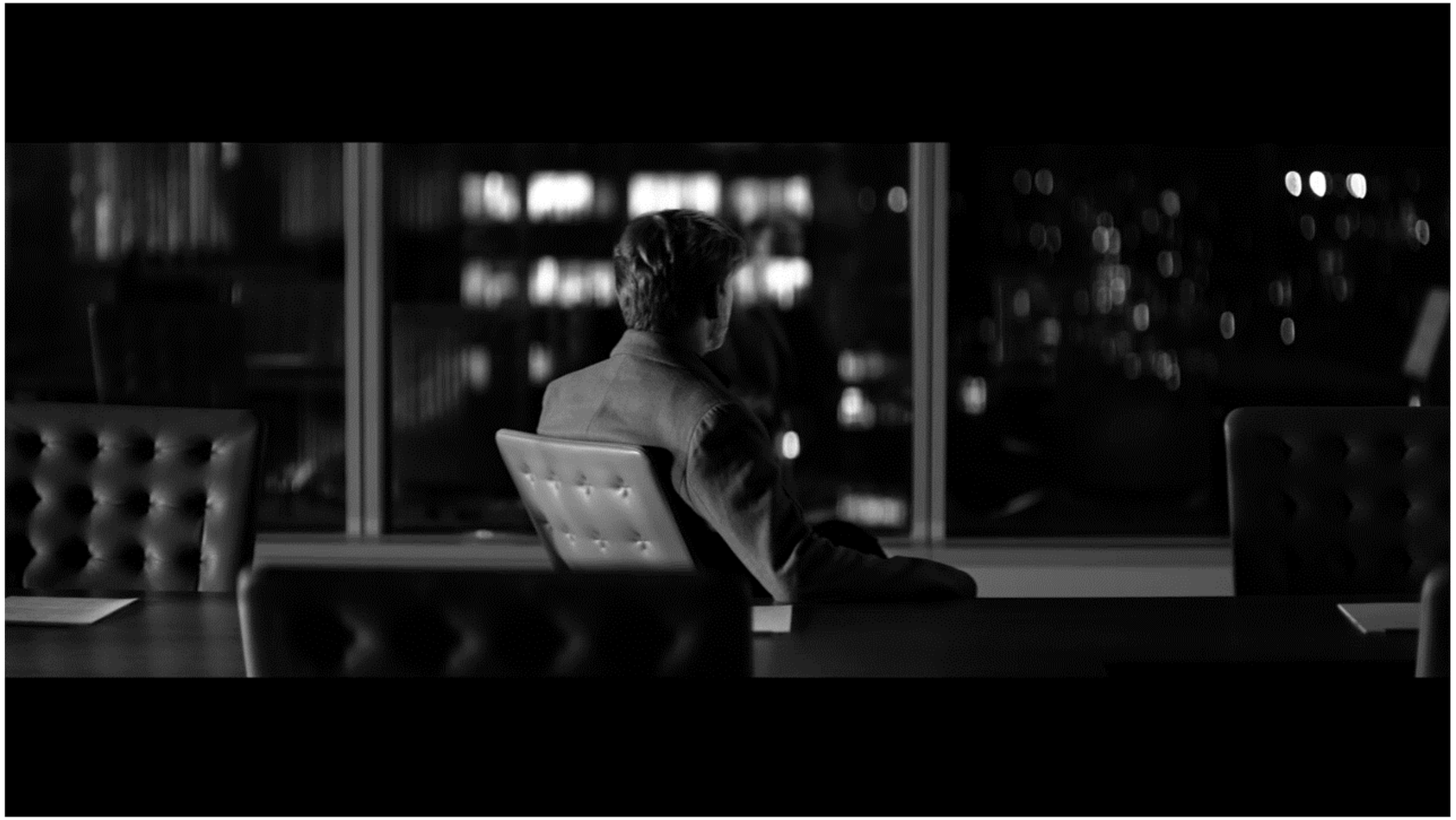
The shift……



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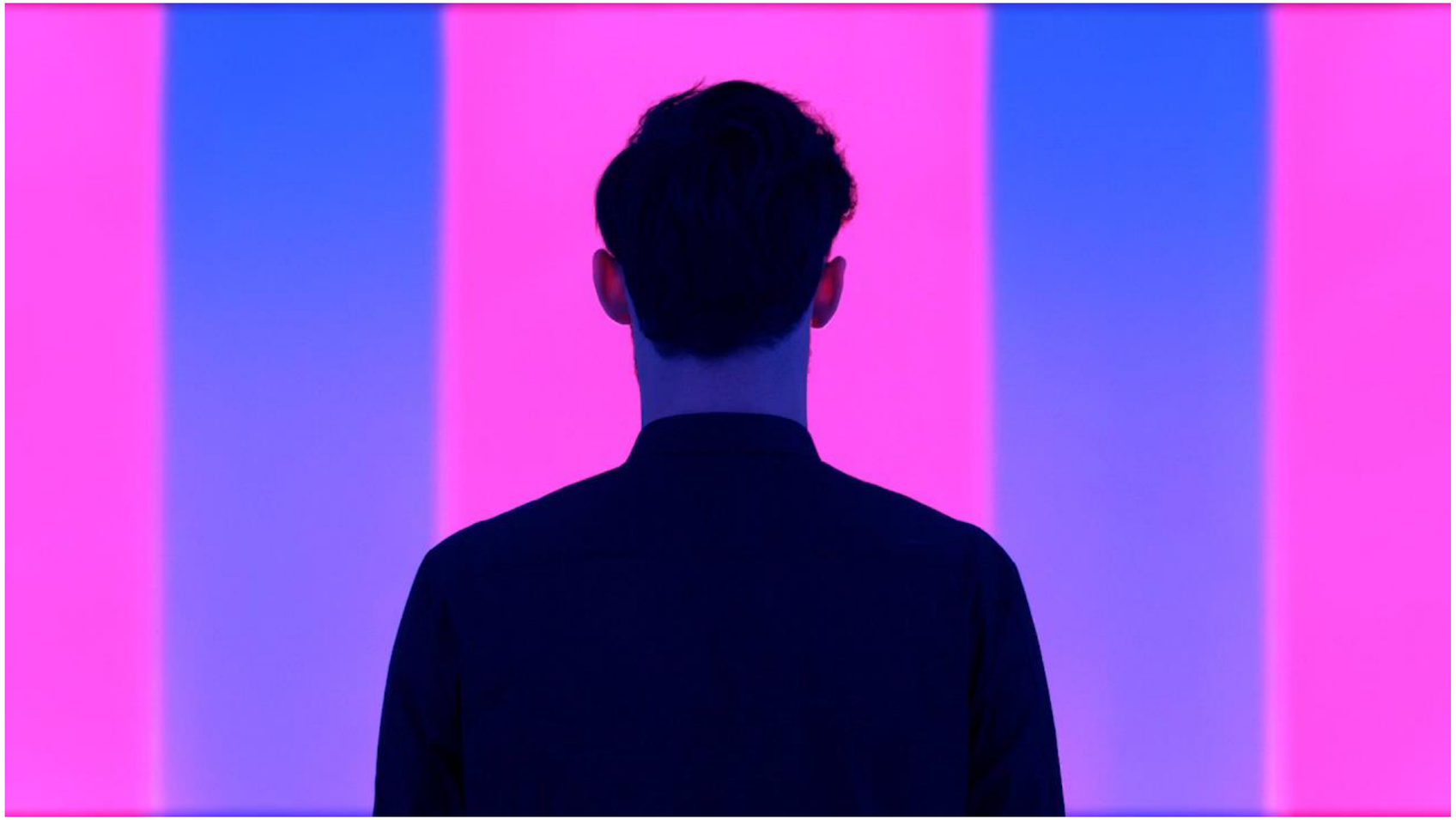

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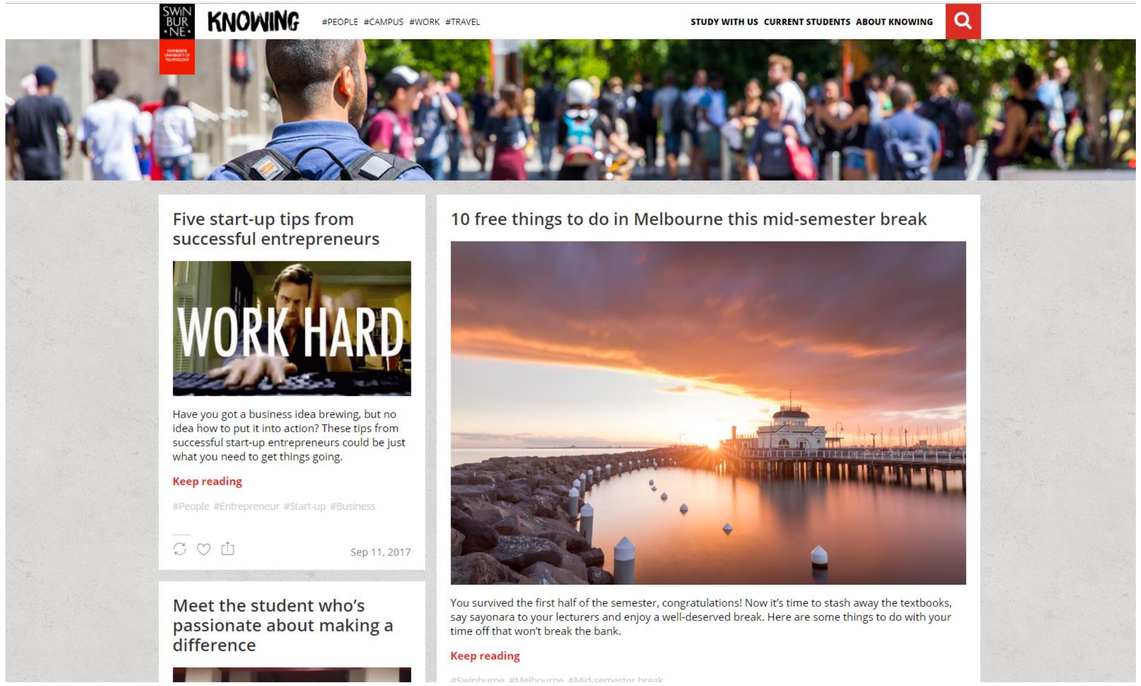

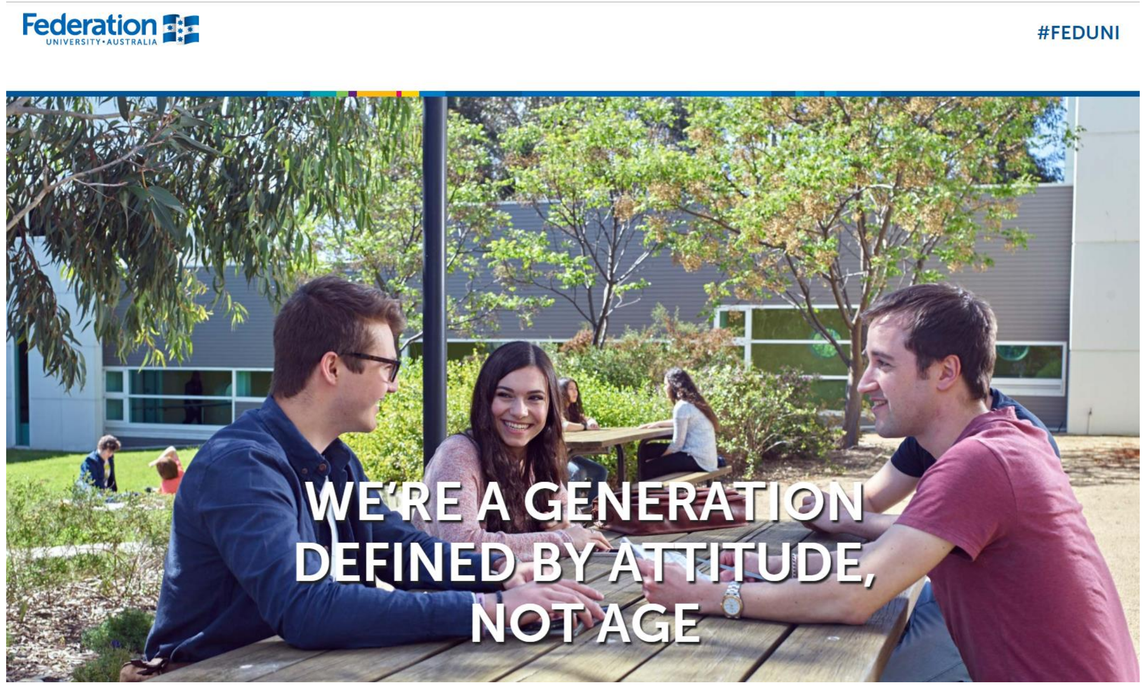

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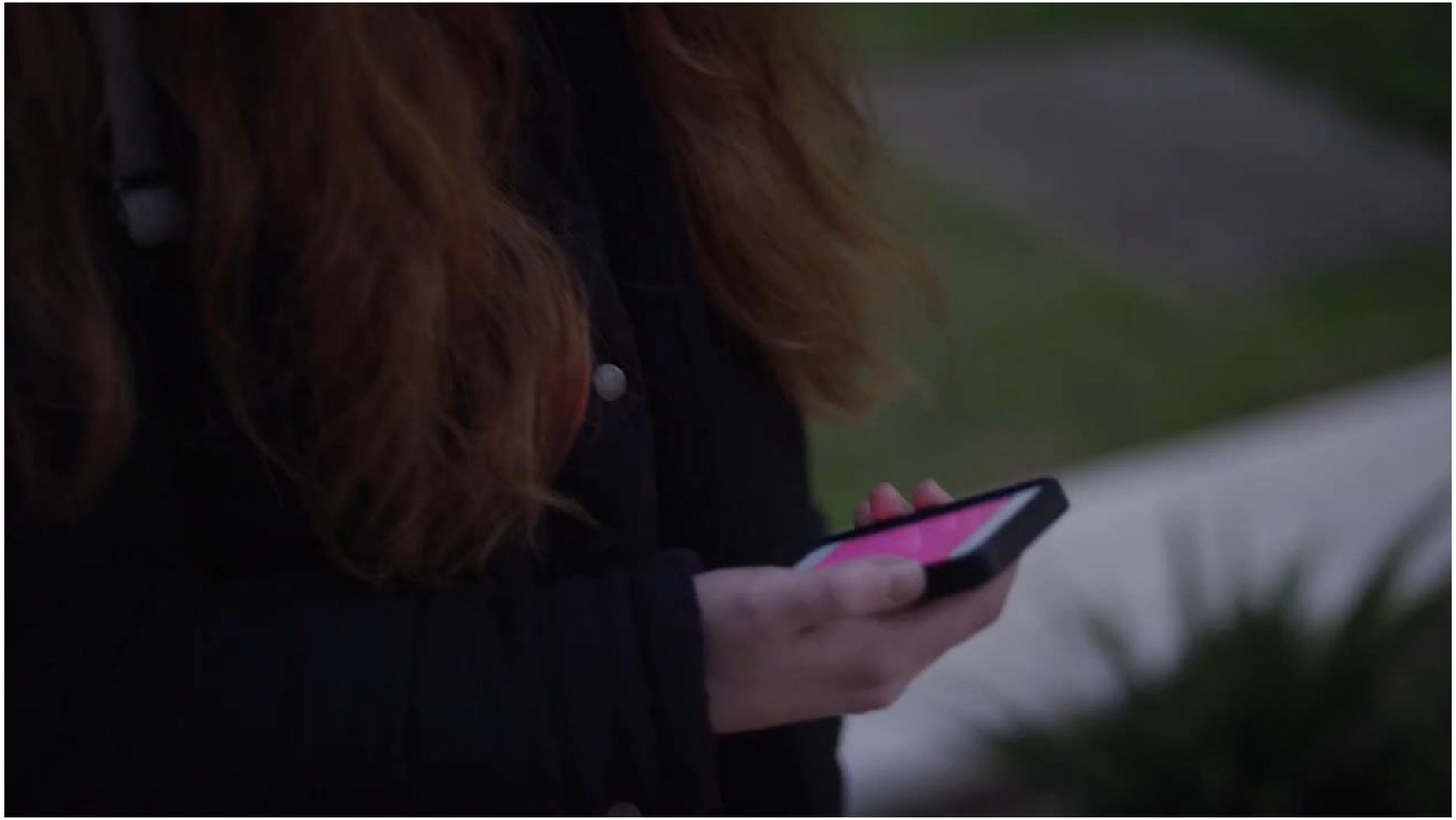
The student experience……



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What does the future look like?

Thankyou!

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