



# Promoting Your Program

in

**International Schools**

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**NADC Orlando**

**December 2023**



# Our Playbook

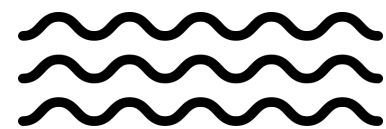


## 01 Why,

should we promote our programs?

## 02 Internal & External

Ideas with Why and How





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## Definitions

“Marketing is the process or technique of **promoting, selling, and distributing** a product or service”

**Internal marketing** focuses on an organization's promotion of its objections, products, or services to the **people inside its organization.**



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# why,

should we promote  
our programs?





# Why...

Increase participation

Entice teachers to coach

Make Students & Coaches feel valued

Build Culture or Identity of your program

Improve Relationships



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# Internal & External

Ideas with Why and How





# Internal

Intramurals

Major Awards

Hall of Fame

Assemblies

Student vs Staff Games

Spirit Weeks



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# Intramurals

“involving only students at the same school”

**HOW** does it promote your program internally?

- Gets students excited about upcoming season
- Introduces students to a new sport
- Try a sport without pressure or fear of tryouts





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# Major Awards

Not just athlete of the year...

**HOW** does it promote your program internally?

- Motivation outside of team success
- Incentive for students to play more sports



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# Hall of Fame

whistle from a ref, ball from an important game, pictures

**HOW** does it promote your program internally?

- Shows students that they are a part of something bigger than themselves.
- Lets students know that they can be a part of the schools history



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# Assemblies

Pep Rallies, Post Tournament  
Recaps, Highlights

**HOW** does it promote your  
program internally?

- highlights the program to the whole school or division
- community builder





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# Spirit Weeks

does not just have to be  
around athletics...

## HOW does it promote your program internally?

- Encourages Creativity and Expression
- Encourages Participation and Inclusivity regardless if you are an athlete



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# Student vs Staff Games

often create lasting memories  
for both teachers and students

**HOW** does it promote your  
program internally?

- Positive Role Modeling
- Breaking Down Barriers
- Teamwork and Collaboration





# In & External

Hosting Events

Booster Club

Slogans

Branding

Signage

Social Media





# HOW do all of these things promote your program **externally?**

Showcase your program to visiting  
**Students**  
**Coaches**  
**Parents**

“We don't do that”  
“wow look at that”



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# Branding

students should feel a sense of pride in representing their school, their team, and their Teammates.

## HOW does it promote your program internally?

- creates interest and excitement
- uniform regardless of the sport or gender help bring a program and student body together





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# Hosting Events

Conference tournaments,  
invitationals, jamborees...

**HOW** does it promote your  
program internally?

- Allows the rest of the school to come out and support each other
- Make the students feel special to host others
- Easiest for parents to attend





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# Booster Club

“an organization, whose goal is to help support the efforts of a team or whole organization.”

**HOW** does it promote your program internally?

- showcases a different side of a school
- how the parents are and what they do



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# Slogans

catch phrase that summarizes your program's spirit, mission, and character

**HOW** does it promote your program internally?

- Helps the athletes feel they are part of something bigger than themselves
- encourages more students to take part.
- Helps promote and model the schools core values and beliefs





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# Signage

emblems, or words, used for identification or as a means of giving directions or warning"

**HOW** does it promote your program internally?

- think that they are in a cool place
- is a place to be proud of and one that people really care about.





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# Social Media

Content highlighting and informing - a must!

**HOW** does it promote your program internally?

- Lets them know you care about their games and make them feel special
- Brings in more spectators
- Lets parents show of to others around the world





# External

Website  
Admissions  
Reputation



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# Website

The external face of your school and its programs

**HOW** does it promote your program externally?

- For prospective families and staff
- Highlights the best of your program
- Typically not for current families anymore





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# Admissions

gateway for families seeking entry into an your school

**HOW** does it promote your program externally?

- Serve as the face of the institution
- Is your program something to highlight
- Answer questions, provide information and offering guidance



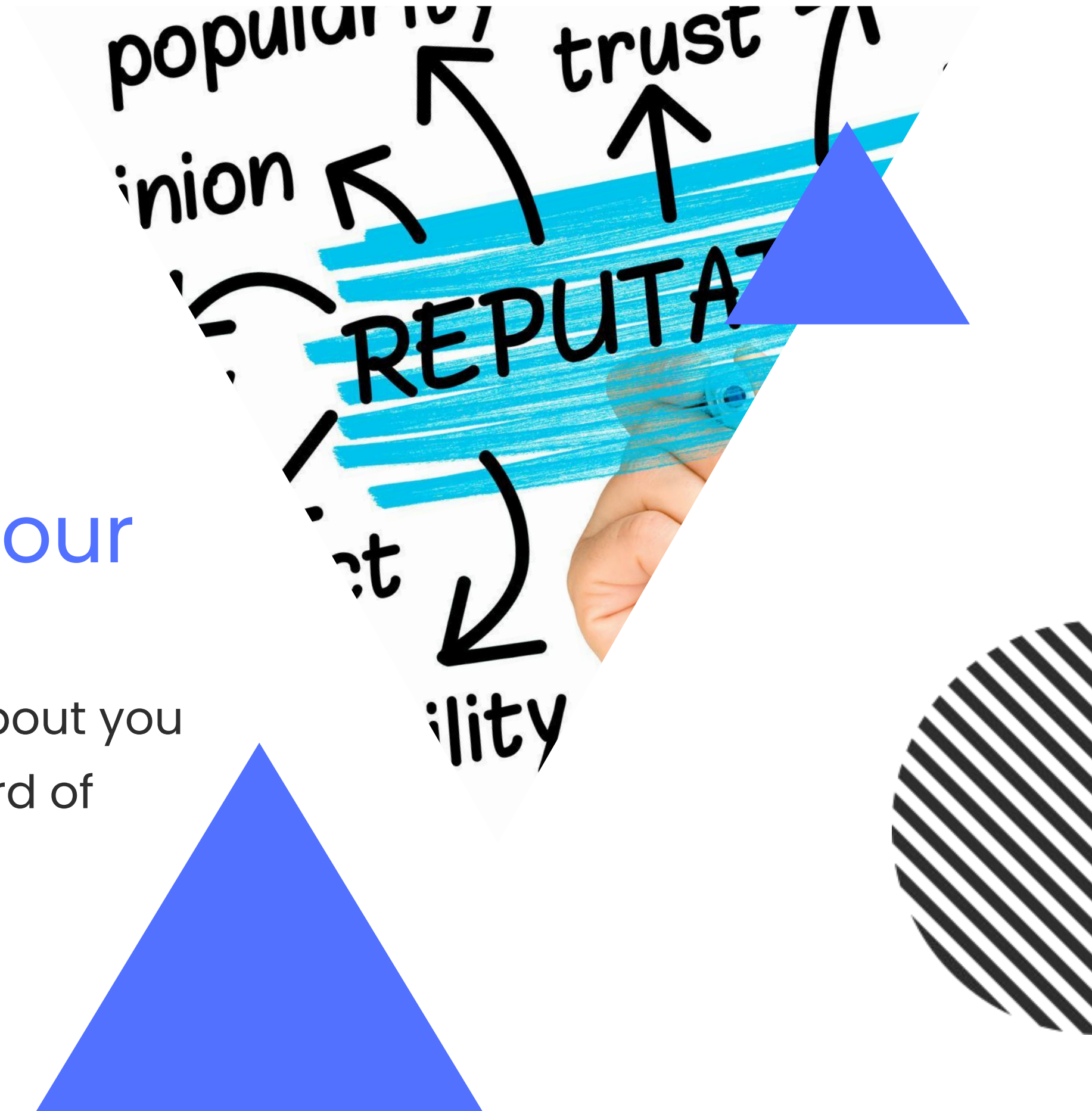
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# Reputation

“beliefs or opinions that are generally held about someone or something”

**HOW** does it promote your program externally?

- you can't control what is being said about you
- experiences someone has had or heard of brings families to your school or takes them elsewhere





# Summary

There are lots of ways to “promote”  
your program.

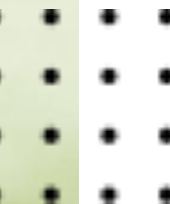
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Look for new ways to make your  
students and coaches feel valued!





# Promoting Your Program



# Thank You!

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