Marketing in Education

Increasing the Power of Communication with Intentional Design
who are we?

Sarah Briggs, 9-12 English CF
Carolyn Spencer, 9-12 Math CF
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GASTON COUNTY SCHOOLS
High School
ACADEMIC SERVICES

TINYURL.COM/TLC18GCS
#TLC18GCS
“Your brand is what people say about you when you are not in the room”

JEFF BEZOS
How do you create a brand?

Logo  Hashtag  Website  Blog
Who are you?

What? Why?

How?
What does your “why” look like?

Tell, don’t sell!
Cohesive

Consistent
SHIFT THE NORM
TEACHING & LEARNING CONFERENCE

GASTON COLLEGE
GASTON COUNTY SCHOOLS

Join us for the 15th annual Teaching & Learning Conference to see educators

Innovate. Integrate. Inspire.

AUGUST 6-7 2018
Gaston College
201 US-321
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tinyurl.com/TLC18GCS

Save the Date!

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August 6-7
Lunapic
Thank you!

Don’t forget to register for this session!

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