



2017 Test Prep, Admissions, Private Tutoring (TPAPT) Conference

TEST PREP & TUTORING PROFESSIONALS IS PLEASED TO BE HOSTING OUR FIRST INDUSTRY CONFERENCE. OUR MEMBERS INCLUDE START-UPS, VENTURE FOLKS, OWNER-OPERATORS, AND INDEPENDENT EDUCATORS—PRIMARILY TUTORS & INDEPENDENT COLLEGE COUNSELORS.

WE'VE DESIGNED THE MEETING TO EMULATE A CORPORATE OFF-SITE. THERE WILL BE AN EMPHASIS ON NETWORKING, INDUSTRY BEST-PRACTICES, LEADERSHIP DEVELOPMENT, AND CREATING PRACTICAL TAKE-AWAYS.

OUR *CURRENT AGENDA IS BELOW. SESSION TIMES AND TOPICS MAY CHANGE.

REGULAR REGISTRATION	\$250
REGISTER TO ATTEND 1/2 DAY:	\$125
SPONSORSHIP TABLE	\$250

REGISTRATION DEADLINE JULY 15, 2017

*Agenda is subject to change

Test Prep, Admissions, and Tutoring Industry Conference - Agenda

July 20, 21, 2017. Location: Boston University, The George Sherman Union

Thursday, July 20

4pm - 5pm: Arrival, mixer, **Tutor Meet Up**

Boston has a pretty strong independent tutoring community and we'll be inviting these independent tutors and counselors for an informal meet up to share perspectives and to network with small firms.

Refreshments provided, light fare

5pm - 5:30: Welcome

6pm - 6:30: **Tutoring and College Counseling Product Development** (Kevin Organisciak)

The theme of our event revolves around the idea of empowering independent tutoring and college counseling firms. Because these two businesses share a client base and culture, synergy between the two seems logical. We'll discuss integration strategies, product segmentation, and product pricing as tactics to insulate against disruption.

5:30 - 7:00: Panel Discussion - Exploring the Integration of Test Prep & College Admissions

(Panel Discussion).

Join us for this Q & A during which our panel will discuss the relationship between admissions counseling and tutoring as well as best practices related to mutual referral relationships, contracting services, and ultimately integration into a single College Prep business.

Friday, July 21

8:00am: Continental Breakfast

8:30am Session 1: Trends in Online Programming (Tom Ehlers, CEO, *Method Test Prep*).

Online tutoring growth continues to outpace in-person and classroom based programming. We'll review the trends in online tutoring and discuss the potential impact to boutique tutoring, test prep, and counseling firms.

9:30am Session 2: Social Media, Best Practices (Tyler Magnin, Director of Marketing, *Appcues, LLC.*).

Referral based marketing and grass-roots marketing have been integral to the growth of both Independent Tutoring and Admissions Counseling Firms. We'll discuss how these tactics have evolved in the digital form and explore basic tactics and implementation.

11:00am Session 3: Data Driven Marketing (Ben Abbot, CEO, *Test Prep Works, LLC.*)

We'll expand upon Session 2's Social Media & Marketing within the context using data to inform marketing strategy. Ben will give us a primer on Google Analytics and touch upon using data to inform marketing campaign development.

12:00 Working Lunch: Trends in Admissions Counseling, SAT, ACT (Multiple Facilitators)

2016 was a year of changes. The New SAT, updates to the ACT, and changes to the FAFSA timelines presented a fair amount of anxiety for both parents and educational service firms. It is unclear if these changes affected our member firms similarly or dissimilarly. We'll have SAT, ACT, and College Counseling business leaders discuss their observations on timing and overall client demand in the context of these broad changes.

1:00pm Session 3: Tutor Recruitment, On-boarding, Retention (Kevin Organisciak, SV)

Tutor turnover is often an obstacle to growth. At worst it causes client issues and at best it creates unnecessary stress on the business. At the same time turnover is cyclical and often predictable. As such it can be proactively managed. We'll review best practices for culture-building and the components of a virtuous human resource strategy.

2:00pm Session 4: Ed Tech (TBD)

Ed. Tech is squarely leading the way in terms of educational service product growth. We'll discuss some emerging trends and we'll explore how boutique tutoring and admissions firms can economically transition to more of a hybrid-service provider (in person + remote delivery) without sacrificing brand equity.

3:30pm Case Based Exercise: Small Firm Business Case Study (Group Activity)

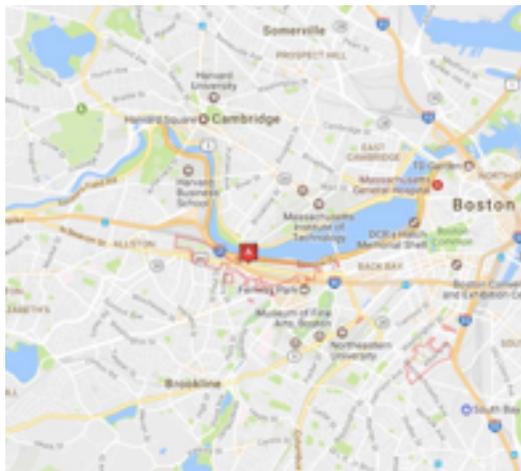
Similar to an MBA Program case study, we have developed problem-solving session for small groups to tackle. We'll break into groups, present the challenge and then look at three businesses with varying

degrees of admissions and tutoring program integration. Each group will nominate a presenter and each presenter will discuss their group's response to the challenge.

4:30pm: Closing Remarks

5:00pm: Additional Networking Time (access to meeting space through 6pm).

Venue Information: [George Sherman Union](#), 775 Commonwealth Avenue, Boston

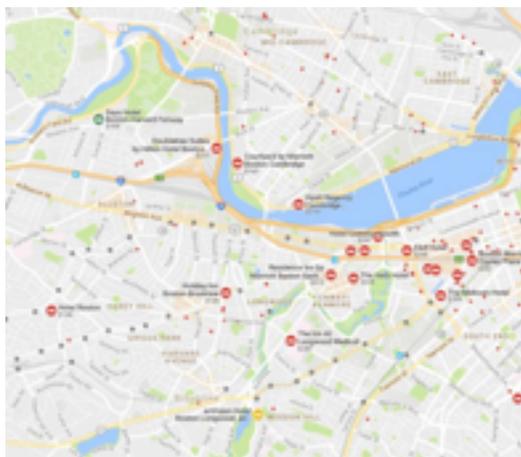


Accommodations

For the frugal: Boston University Apartments, \$84 per night/ person. These are essentially dorm rooms with access to a full kitchen and common area. They are located on campus within minutes of the event. Contact me to register. kevin@testpreprofessionals.com

[Nearby Historical Bed & Breakfast](#). \$179 is /night. [The Beacon Inn](#) 1087 Beacon Street, Brookline, MA, is less than 1 mile from the event. There are only about 10 rooms available here.

[Hotels in close proximity](#). \$260/night and up.



FOR MORE INFORMATION, CONTACT LEAH AT INFO@TESTPREPPROFESSIONALS.COM: