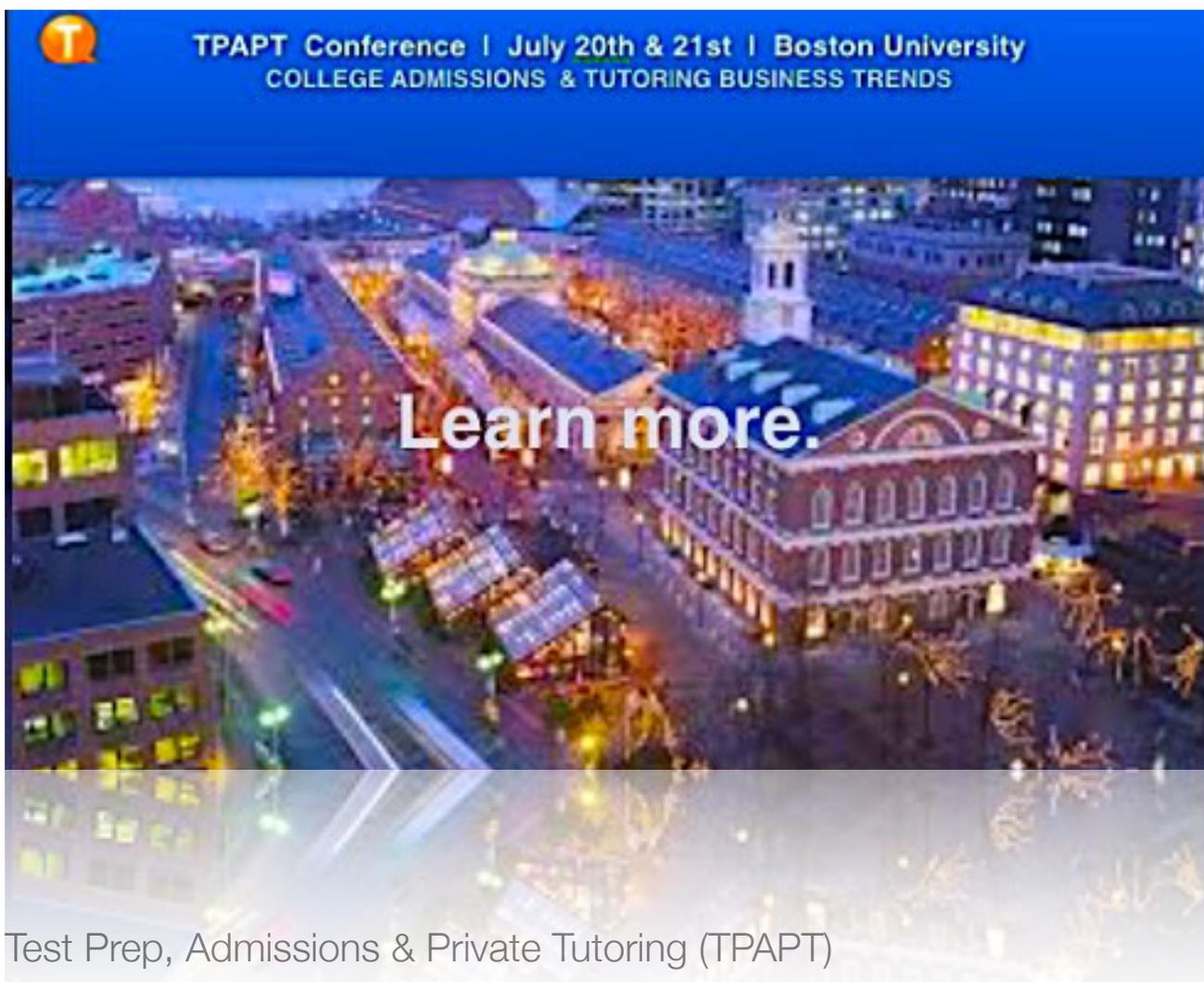

2017 TPAPT Conference



Test Prep, Admissions & Private Tutoring (TPAPT)

July 20th & 21st, Boston University, Boston, MA

Registration

Test Prep & Tutoring Professionals is pleased to be hosting its first industry conference. Our members include start-ups, venture folks, owner-operators, and independent educators.

We've designed the meeting to emulate a corporate off-site. There will be an emphasis on networking, industry best-practices, leadership development, and the creation of practical take-aways.

Session times and topics may change.

Regular Registration	\$250
Register to Attend 1 Day	\$125
Sponsor	\$250
Can't make it? Order Transcripts & Slide Decks:	\$100

[Request more information](#)

Agenda

Test Prep, Admissions, and Tutoring Industry Conference

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 - 5:15: Welcome

5:15 pm - 6:15: Tutoring and College Counseling Product Development (Mike Bergin, CEO, *Chariot Learning*. Kevin Organisciak, Founder, *TPAPT*).

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.

6:15 - 7:15: Lessons learned from scaling in-home and center based tutoring, to hybrid and remote tutoring. (Sunny Verma, CEO/Founder, *Tutor Bright, Canada*).

The idea of adding hybrid programs or/and remote tutoring & counseling is not new but the downward pressures on pricing and the difficulty finding qualified tutors may be adding urgency to the idea of transitioning from a traditional in-home or in-center model to a lower cost hybrid or remote service provider.

Tutor Bright founder, Sunny Verma, will discuss with us the efforts he and his team took to scale during the past 6 years. Sunny has kindly agreed to share the good, the bad, and the ugly.

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 bests within the context of using data to inform that 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. Panel Discussion (Dan Ascher, *A+ Tutoring*, Shahar Link, *Mindspire Test Prep & Tutoring*, Amy Seeley, *Seeley Test Pros*, Mike Bergin, *Chariot Learning TBD*).

2016 was a year of changes; the New SAT, updates to the ACT, and changes to the FAFSA timelines created 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, Founder *TPAPT*)

Tutor turnover is often an obstacle to growth. At worst it can cause client issues and at best can create unnecessary stress on the business. Yet, 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 Trends & Observations (Chandan Jha, Former Director, *Gateform Educational Services*)

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).

Presenter & Panelist Bios

Ben Abbot, CEO, Ben Abbot Labs / LLC. Co-Founder, Test Prep Works, LLC.

15-year corporate career using analytical skills to drive bottom line through marketing and product strategy and initiatives. Roles of progressively increased scope, management, and leadership responsibility. 3+ years as entrepreneur developing sales and marketing channels for niche publisher in the education industry and establishing a digital analytics consultancy.

Enjoy work with a heavy dose of quantitative analysis and rolling up my sleeves to solve a problem. Proven track record of defining strategy, developing roadmaps, creating business requirements, leading cross-functional implementation efforts, designing tests, and measuring results. Have developed strong communication, management, and leadership skills along with keen judgment through a breadth of business experiences. Have developed proficiency in a variety of tools, including Google Analytics, SQL, R, Python, Google Tag Manager, Excel, and QlikView.



Daniel Ascher, Founder/Tutor, A+ Tutoring & Test Preparation

Daniel Ascher, M.Ed., President of A+ Test Prep and Tutoring, and CEO of iCollaborateonline.com, has been a professional educator since 1988. In 1992 he started A+ out of his home. Today A+ has 65 tutors who work out of two office locations and at students' homes and schools throughout the Philadelphia area. A+ specializes in one-to-one instruction for SAT and ACT test preparation. In addition they provide academic coaching and instruction in all school subjects. A+ serves about 600 one-to-one clients per year and runs test preparation courses at schools and community organizations throughout the Philadelphia area. In 2012, Dan combined his interest in one-to-one instruction with his love of technology by starting iCollaborateonline.com, a customized virtual meeting, virtual classroom, and online video collaboration space for professionals and educators.



Michael Bergin, Founder, Chariot Learning, LLC.

I'm a Bronx boy who actually enjoys living in Rochester, NY. In the spare moments not devoted to my son and daughter's social lives, my energies are usually focused in two areas:

EDUCATION

Having learned a thing or two over a long history in the test prep industry, I founded Chariot Learning in 2009 to provide individualized, in-home SAT & ACT instruction for the greater Rochester area and the rest of the world. While test prep is our core strength, we also build the reading, writing, and productivity skills that provide a powerful foundation for college and career success. In addition, we also publish The Chariot Report for tutors and test prep professionals. And after over 20 years in test prep, I share my thoughts on the art and science of assessment-oriented education at <http://ontestprep.edublogs.org/>.

NATURE BLOGGING

Much of my activity online since 2003 has been focused on making the world safe for birding and nature blogging. Thanks to the tireless efforts of my publishing partner Corey Finger and our murderer's row of brilliant writers and contributors, 10,000 Birds has become a place readers around the world turn to for birding, nature, conservation, and commentary.



Tom Ehlers, CEO, Method Test Prep

Tom graduated from Princeton University and completed Princeton's Teacher Preparation Program. Early on, he developed a passion for learning which led to the inception of Method Test Prep. Running this small business allowed Tom to really focus on each student's needs and spend countless hours tutoring with the belief that all students have the ability to succeed. In addition, he has worked as an educational consultant with school districts across the country and advises them on ways to improve the districts' college admission test scores.



Tom is a father to twins Jonathan and Julia and enjoys traveling with his children and wife, Ally. In his down time, he reads, watches sports, and stays active. When he retires, Tom hopes to return to the classroom to continue his love of teaching. His motto in life, "Keep your face to the sunshine and you will never see the shadows."

Chandan Jha, CEO,

Chandan Jha was a co-founder of Gateforum.com, a national leader in test prep in India with a presence in 65 cities. Chandan led Technology and Customer Relations at the EdTech firm, and developed several successful line of products for the company including Interactive Live Classes, Proctored Exams, Lectures on DRM protected DVDs, and Apps over traditional and cloud servers. Gateforum was acquired by a Private Equity firm in 2014, and Chandan went on to pursue MBA at Babson College. Chandan currently consults with startups in Education, Technology, Analytics, Customer outreach and Marketing.



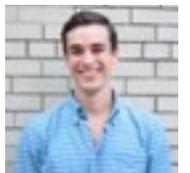
Shahar Link, CEO/Founder, Mindspire Tutoring, LLC.

Bio Forthcoming



Tyler Magnin, Director of Marketing, Appcues

Ty Magnin is the Director of Marketing at Appcues, a user experience software company. Ty has helped Appcues grow from \$0 to \$1M in annual recurring revenue by building an inbound marketing funnel. Appcues.com receives over 50k unique visitors every month with thousands of visitors converting to leads, and is growing at 300% year/year.



Ty's expertise is in building audiences, and doing more with less. Follow him on Twitter @tymagnin for a curation of advanced marketing thought.

Kevin Organisciak, Founder, Test Prep & Tutoring Professionals

I worked at Kaplan Test Prep for 10 years as a senior executive and loves the idea of helping students achieve their potential. I had stints in traditional academia as a high school science teacher, a college adjunct professor, and was the Honors Program Advisor at Ohio State University from 1997-1999. I have degrees in Business Administration, Anthropology, and Educational Psychology. Test Prep Professionals started out as a hobby and grew into a passion.

Amy Seeley, Founder, Seeley Test Pros

Amy received her degree from John Carroll University. She began her career in test preparation over 20 years ago working for Princeton Review. Her career then took her to Townsend Learning Centers where she quickly rose to Director of Test Preparation Services, creating, managing and administering all aspects of Townsend's test preparation programs.



After leaving Townsend in 2006, Amy began Seeley Test Preparation Services – meeting the test preparation needs of some 300 students annually. Amy has now taken Seeley Test Preparation Services to a new level. With the addition of tutors trained in the successful methods and strategies of Amy's experience, Amy Seeley Test Preparation Services is now Seeley Test Pros.

Amy's knowledge of ACT and SAT test techniques is unsurpassed. Her methods and techniques for navigating through the ACT and SAT, as well as many other standardized exams, guarantee students who apply themselves and are committed to her methodology obtain higher scores. "It takes 20 years to get as good as Amy!" writes one counselor. "I trust her with any one of my students." Amy has helped numerous students over the years to achieve National Merit status, be admitted to highly selective colleges and universities, as well as to be awarded lucrative scholarships based on high test scores.

Sunny Verma, CEO/Founder, Tutor Bright

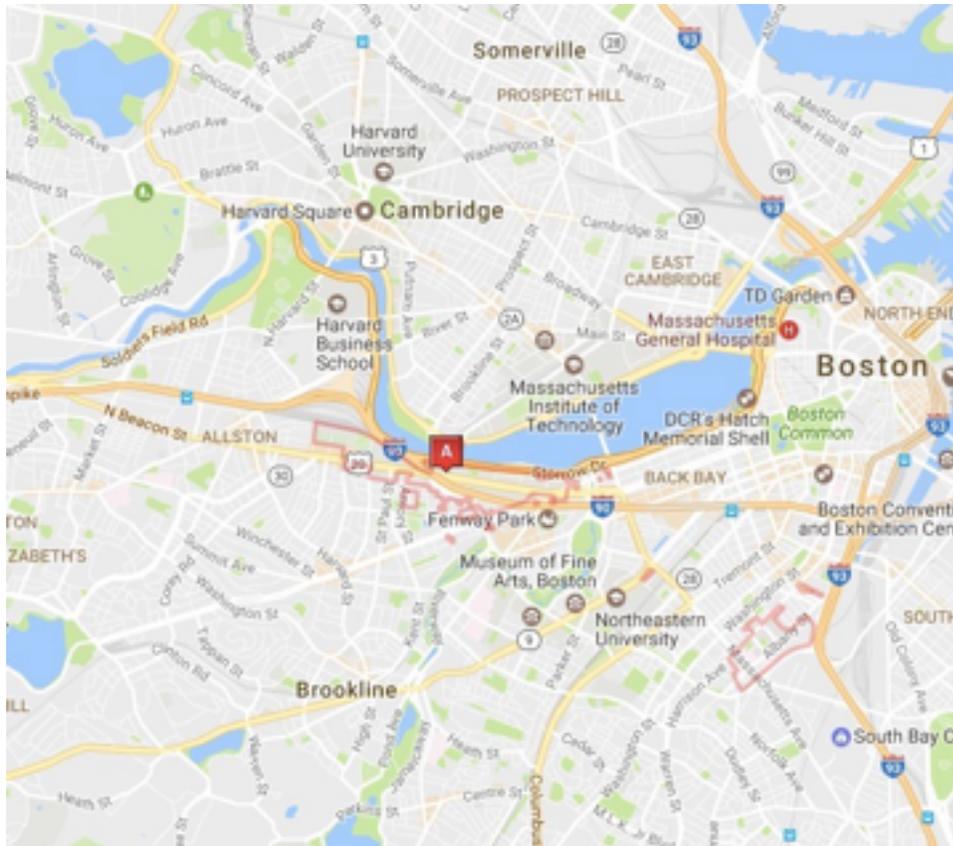
Bio forthcoming



Venue Information

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

Parking



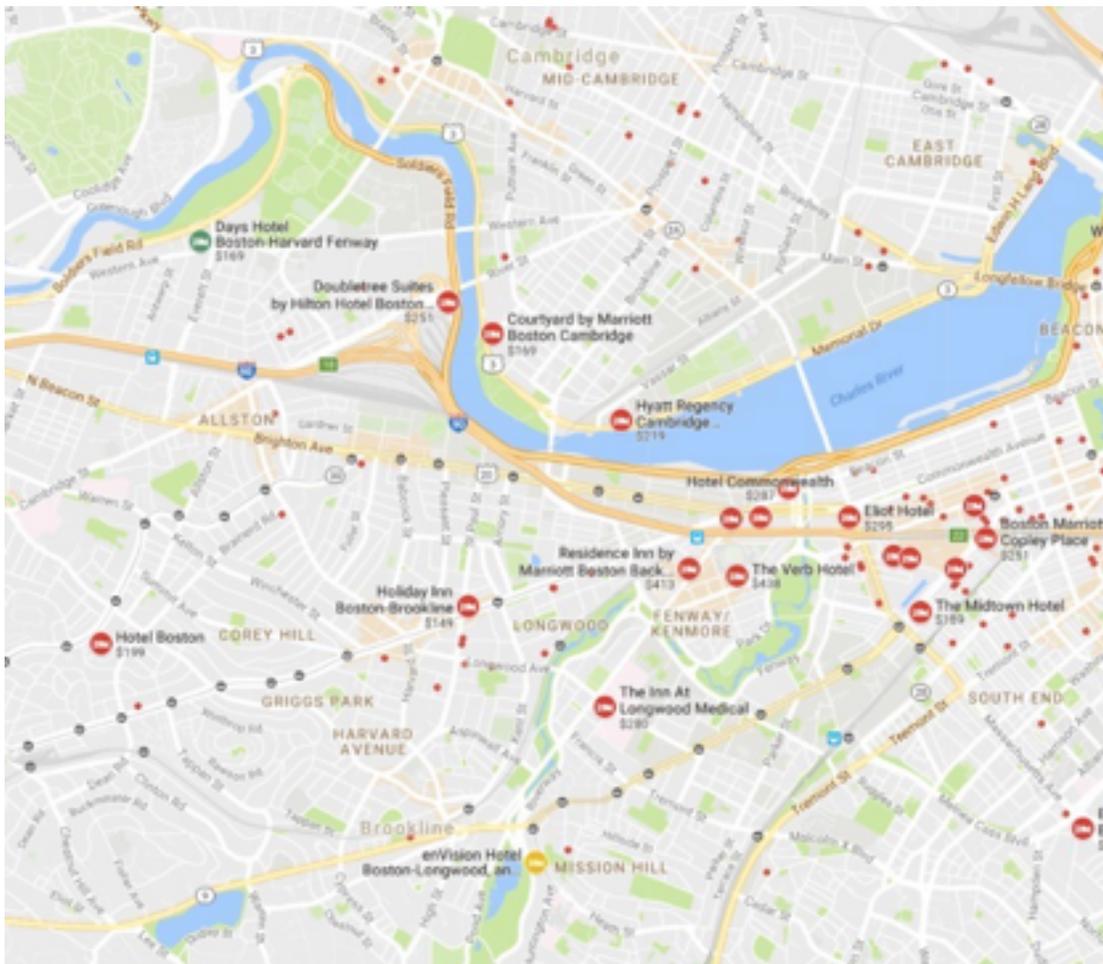
Accommodations

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



Sponsors

