



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

TEST PREP & TUTORING PROFESSIONALS IS PLEASED TO BE HOSTING OUR FIRST INDUSTRY SUMMIT. OUR MEMBERS INCLUDE START-UPS, VENTURE ENTERPRISES, OWNER-OPERATORS, AND INDEPENDENT EDUCATORS (TUTORS, COUNSELORS). IF YOUR BUSINESS FALLS WITHIN ANY ONE OF THOSE AREAS WE'D LOVE TO HAVE YOU JOIN US JULY 20 - 21 IN DOWNTOWN BOSTON. THE FESTIVITIES WILL BEGIN INFORMALLY AT 4:00PM, THURSDAY AND CONTINUE THROUGH FRIDAY AFTERNOON.

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 ITINERARY IS BELOW; A FORMAL AGENDA WILL BE RELEASED MARCH 31, 2017. FOR MORE INFORMATION, CONTACT LEAH AT INFO@TESTPREPPROFESSIONALS.COM:

REGULAR REGISTRATION	\$250
REGISTER TO PARTICIPATE VIRTUALLY:	\$125
REGISTER TO ATTEND 1/2 DAY:	\$125
REQUEST SESSION VIDEOS:	\$35 EA
VENDOR/SPONSORSHIP INFORMATION REQUEST	

Itinerary/Draft Agenda
Location: Boston University

Thursday, July 20

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

5pm - 5:30: Opening

6pm - 6:30: Brand Development - Best Practices Presented ()

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

Friday, July 21

8:00am: Continental Breakfast

8:30am Session 1: Trends in Online Tutoring

9:30am Session 2: Social Media, Content Based Marketing Hacks & Best Practices (Tyler Magnin)

11:00am Session 3: Developing a Marketing Plan (TBD)

12:00 Working Lunch: TBD- Academics / Admissions Counseling (The New SAT 1 Year Later)

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

2:00pm Session 4: Ed. tech and its Impact on Independent Educators

3:30pm Case Based Exercise: Small Firm Business Case Study

4:30pm: Closing Remarks

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

