

At any level of experience and responsibility, now you can **engage with a circle of your peers** in higher ed marketing, communications, branding, enrolment management and recruitment, facilitated personally by Ken Steele...



Chief Marketing Officers
Chief Communication Officers
VPs / AVPs External
AVPs Marketing Comms
AVPs Strategic Comms
Marketing Directors
Enrolment Directors
Communications Directors
Directors, Digital Strategy
Directors, Public Affairs
Managers Strategic Comms
Marketing Specialists
Comms Officers
Recruitment Managers
Brand Managers
Graphic Designers

5 Years of Proven Value

Since Ken convened his first virtual gathering of CMOs in February 2017, the combination of real-time news and insight, regular Zoom roundtable discussions, shared file resources, ongoing email dialogue, and in-person gatherings has proven its value. In the 5 years since that first informal gathering of a half-dozen colleagues, more than 100 marcom leaders at about 40 Canadian institutions have joined one or more Education roundtables. The circles have been working well, but now we're stepping it up even further, and expanding your choices.

For Fall 2022, we're launching an even more dynamic set of virtual communities... with more affordable pricing options, too!

A Dynamic New Platform

Education Circles use an exciting new interactive platform that allows threaded conversations that are both more immediate and more persistent and searchable than email, brings livestreams and scheduled events to a single interface, hosts reference resources and newsfeeds, and encourages members to comment, chat, and above all, *engage* – with each other and Ken, at their convenience. Members can even post their own quick polls to get immediate feedback from their peers on a pressing question or concern!

- News, Trends, Blogs
- Instant Polls
- Realtime Chat
- Threaded Discussions
- Reference Materials
- Topical Groups
- Zoom Meetings
- Livestreams
- Meetups

Customize Your Interactions

Join an Eduvation Circle and you can access the entire community and its resources, 24/7, including event schedules, readings, video recordings, prior discussion topics, and more – from your desktop or mobile browser, or using a sleek and efficient mobile app on your smartphone or tablet. You can then customize notifications for scores of post types, topics, or events: from pop-up alerts in your browser or mobile device (even your smartwatch!) to real-time or once-daily email digests of new activity and announcements.

Eliminate inbox clutter entirely – or configure your own personal daily newsletter!

4 Concentric Circles

Choose from 4 levels of Circle membership:



READER
Circle

Fans and followers get real-time news, trends, blogs and more from Ken Steele. **\$10/month**



INNER
Circle

Insiders *get the above*, plus threaded chat, conversations, polls, livestreams and video office hours. **\$30/month**



MARCOM
Circle

MC practitioners at any level *get all the above*, plus private MC chat, polls, meetups, office hours and resources (policies, org charts, brand collections, etc). **\$480/year**



CMO
Circle

Senior MC leaders get *all the above*, plus a private CMO discussion area, polls, meetups, and 4 exclusive Zoom roundtables focused on senior leadership concerns. **\$1,000/year**



MC
masterminds

ADD-ON: Members of the MC or CMO Circles can also participate in 6 bonus Zoom sessions per year, on broader MC topics. **+ \$900/year**

Institutions get *outstanding* value from a **CMO Roundtable** package, which includes 2 CMO and 2 MC memberships, with the Masterminds add-on for all 4 people.

That's a **\$6,360 value** for just... **\$3,200 per year**

Members & Guests

When the topic seems particularly appropriate, CMO and Mastermind members are welcome to invite a guest to accompany them to Zoom sessions or livestreams. (Those guests do *not*, however, gain access to chat, resources, recordings, or other perks for Circles members.)

Annual memberships purchased by an *institution* can be transferred to another individual when employment or roles change. (All memberships are subject to GST or HST, according to your province of residence.)

Monthly memberships to Eduvation Circles will soon be available, using preauthorized credit card payments only. Monthly memberships stay with the *individual*, and are not transferable.



engage

For More Information

Eduvation Circles are still evolving, and many additional perks and resources are likely to be added in the months ahead. It's also highly likely we haven't thought of everything yet, so some details may be subject to change.

If you have questions or suggestions, or would like to schedule a demo or conversation, just contact:

Ken Steele
President, Eduvation Inc.
ken@eduvation.ca
519.432.3600