



WORLD CAFÉ SUMMARY: **Bruce Weisner, Vancouver University**

Bruce explained how he reduced the cost and increased the effectiveness of the executive education department's marketing efforts.

In 2005, when he took charge of the department, executive education was generating revenue of \$3.5 million, and was spending \$800,000 in marketing. The primary output of that marketing was a comprehensive brochure detailing the department's 80 one- and two-day open enrollment programs, along with a monthly mailing highlighting a selection of the offerings.

Bruce engaged a direct marketing firm in some research to determine whether or not this was the best approach. Based on the firm's findings, he initiated two significant changes:

- Created new, fresher-looking, less comprehensive marketing material that drove customers to the website for program information
- Added an enrollment registration system to the website

As a result of these changes, along with adding five business development personnel, the number of offerings has increased to 120, including seven new weeklong programs. And revenue has increased to \$6 million.

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