



EducationDynamics' Don Alava to Reveal Real World Strategies to Convert Prospects into Enrollees at Upcoming Aslanian Group Seminar

Alava to offer institutions insider tips on maximizing online marketing performance at "Web Marketing to Reach Adults and Graduate Students" seminar

Hoboken, New Jersey (May 13, 2009)—An EducationDynamics (<http://www.educationdynamics.com>) expert will reveal five tenets to attract and enroll adult learners, gleaned from student acquisition veterans, at the Aslanian Group's "[Web Marketing to Reach Adults and Graduate Students](#)" professional development seminar June 4th-5th at the University of Chicago.

In a presentation titled "Maximizing the Performance of Your Online Marketing," Don Alava, senior vice president of the [Prospecting Services Division](#) of EducationDynamics, will walk participants through five real-world, practical strategies in enrollment marketing management. This will be a "how to" review on critical subjects, including:

- How to qualify and quantify your best leads
- How to understand your "customer" and meet their needs
- How to best integrate traditional and new methods to recruit more adults
- How to maximize online advertising
- How to strategically position your website and how to learn from your website

Alava will also engage attendees in an exercise to help them understand the ROI impacts of their online marketing efforts within the context of the ultimate goal: converting prospective students into enrolled students. The presentation's concluding focus will be the key outcome of "closing the deal," addressing variables that can dramatically improve conversion rates.

A veteran marketer, Alava is highly skilled at consumer lead generation, cultivation, and conversion through online and traditional advertising strategies. In the higher education arena, Alava implemented innovative ROI-based marketing campaigns for Drexel University's eLearning programs that resulted in 45 percent increases in student enrollment. Additionally, Alava developed successful direct and interactive campaigns for Fortune 100 clients of Euro RSCG and Avenue A/Razorfish.

"Maximizing the Performance of Your Online Marketing" will be held on June 4th from 1:15 p.m. to 2:45 p.m. For additional conference details, visit <http://www.aslaniangroup.com/events/default.asp> or to receive a \$100 friend-of-EducationDynamics registration discount, contact Howard Mandel at 201.377.3020.

About EducationDynamics

EducationDynamics, a portfolio company of Halyard Capital, is higher education's leading marketing and information services company dedicated to helping institutions find, enroll and retain more students. Its content-rich and highly visible education websites, including EarnMyDegree.com, eLearners.com, GradSchools.com, StudyAbroad.com and its more than 50 special interest microsites, make EducationDynamics the premier provider of qualified prospective students for colleges and universities. In addition, the company offers a full suite of Web-delivered services



proven to drive enrollment growth and reduce student attrition. For more information, visit <http://www.educationdynamics.com>.