

MARKETING ACADEMY RETURNS

Complimentary Professional
Development for Our Kids Members

In partnership with the OCA, this mini-program is designed to help camp & program leaders and marketers better understand the evolving needs of the industry, and enhance their marketing strategies. Complimentary spots are available on a first-come, first-served basis, so reserve yours now!

PART

1

Webinar

THE STATE OF CAMP MARKETING IN 2024

October 17, 2024 | 12 p.m. to 1 p.m.

Dive deep into the latest trends and decision-making behaviours based on over one million visitors' data. Understand what drives today's parents when selecting camps and programs and how you can stay ahead of the curve.

PART

2

In-person lunch
& learn

THE BIGGEST ROADBLOCKS STOPPING PARENTS FROM CHOOSING YOU

November 15, 2024 | 10 am to 3 p.m. | Novotel Toronto, North York, 3 Park Home Ave.

Uncover the most significant challenges families face when choosing a camp and learn actionable strategies from industry experts to overcome these barriers. Connect with fellow leaders and gain practical insights over a complimentary lunch.

PART

3

Webinar

STORIES NOT TOLD BY YOUR METRICS: A PANEL DISCUSSION

December 3, 2024 | 12 p.m. to 1 p.m.

Metrics only tell part of the story. Join our panel of experts as they explore visitor behaviour beyond the numbers. Learn how to effectively position your content for parents at different stages of their research journey.

REGISTER NOW

Explore visitor behaviour beyond metrics and learn how to effectively position your content for different research stages. ourkids.net/p/oqa

