



AISAP 2026 INTERNATIONAL SCHOOL INSTITUTE

International School of Amsterdam

October 19–20, 2026

INDIVIDUAL GROWTH • INSTITUTIONAL STRENGTH

WELCOME EVENT

Sunday, October 18

6:00 PM • Welcome Happy Hour for Cohort Leaders and Presenters

Monday, October 19

GENERAL SESSION

TIME	PROGRAM
8:15–9:15	Registration & Coffee
9:15–9:30	Welcome Remarks
9:30–10:00	Opening Keynote <i>Brendan Schneider- Founder, SchneiderB</i>
10:00–10:45	Cohort Group Activities
10:45–11:00	Break
11:00–11:45	Translate, Don't Transplant <i>Patrick Schuermann, Founder, Chief Academic Officer and VP for Strategic Partnerships, OptimaXR</i>
11:45–1:00	Lunch

CONCURRENT SESSIONS

TIME	TRACK A Marketing & Communication	TRACK B Professional Acumen	TRACK C Operational Management
1:00–1:55	Global Ambassadors: Outreach Marketing in a Changing World <i>Kathleen Visconti - Head of School, Tessa International School</i>	A Profession, Not a Post: Claiming Your Place in International Admission <i>Janice Crampton - Executive Director & CEO, AISAP</i>	The One-Day Strategy Sprint: A Practical Framework for Building an Enrolment Growth Roadmap <i>Christina Adamapoulou - Head of Admissions and Marketing, The British School of Amsterdam</i>
2:00–2:55	AI for Admission: Prompts That Actually Work <i>Brendan Schneider - Founder SchneiderB</i>	Fluent in Family: Cross-Cultural Competence as a Core Admission Skill <i>Chris Tompkins - Principal of Horizon Private School – American Branch in Abu Dhabi</i>	Interactive Admissions Toolkit <i>Mary Hastings Moore - Director of Admissions and Financial Aid Washington International School</i> <i>Eleanor Shaw - Associate Director of Admissions and Financial Aid, Washington International School</i>
3:00–3:15	Break	Break	Break
3:15–4:15	Session TBD	The Conversations You Dread: Saying Hard Things with Grace Across Cultures <i>Chris Tompkins - Principal of Horizon Private School – American Branch in Abu Dhabi</i>	Beyond the Admissions Office: Optimizing Cross-Departmental Workflows <i>Tina Bittendorfer - Admissions Office Coordinator, International School of Amsterdam</i> <i>Alina Dorner - Admissions Officer, International School of Amsterdam</i>
4:25–4:50	Cohort Groups	Day 1 Reflection	

TIME	TRACK A Marketing & Communication	TRACK B Professional Acumen	TRACK C Operational Management
6:00 - 8:00	Welcome Dinner		

Tuesday, October 20

TIME	PROGRAM
8:00–8:30	Arrivals & Coffee (Breakfast on your own)

CONCURRENT SESSIONS

TIME	TRACK A Marketing & Communication	TRACK B Professional Acumen	TRACK C Operational Management
8:30–9:00	Cohort Groups		
9:00–9:55	Enrollment Engine: Marketing, Yield, and Retention Brendan Schneider - Founder SchneiderB	Speak Leadership: Turning Enrollment Knowledge into Institutional Influence Chris Tompkins - Principal of Horizon Private School – American Branch in Abu Dhabi Patrick Schuermann, Founder, Chief Academic Officer and VP for Strategic Partnerships, OptimaXR	View from Your Desk: Sharing Observations and Trends from your Corner of the Globe Mary Hastings Moore - Director of Admissions and Financial Aid Washington International School Julia True - Head of Admissions & Advancement, International School of Amsterdam
10:00–10:55	Session TBD	Influence Without Authority: Getting Things Done When You Don't Hold the Title Janice Crampton - Executive Director & CEO, AISAP	Session TBD

TIME	TRACK A Marketing & Communication	TRACK B Professional Acumen	TRACK C Operational Management
11:00–12:00	School Marketing the Right Way: Your 60-Minute Transformation Guide <i>Brendan Schneider - Founder SchneiderB</i>	Find Your Good: Building a Career — and a Self — That Lasts <i>Janice Crampton - Executive Director & CEO, AISAP</i>	From Panic to Purpose: Leading Strategic Board Conversations on Enrollment <i>Julia True - Head of Admissions & Advancement, International School of Amsterdam</i>
12:00–1:00	Lunch		
1:00–1:25	School Tour		

CLOSING

TIME	PROGRAM
1:30–3:00	Closing Session — Attendees share insights <i>Patrick Schuermann - Founder, Chief Academic Officer and VP for Strategic Partnerships, OptimaXR</i> <i>Janice Crampton - Executive Director & CEO, AISAP</i>
3:00	Institute Closes