



AISAP 2026 INTERNATIONAL SCHOOL INSTITUTE

International School of Amsterdam

October 19–20, 2026

INDIVIDUAL GROWTH • INSTITUTIONAL STRENGTH

Revised October 16, 2026

Monday, October 19

9:00–9:30	Registration & Coffee (breakfast on your own)
9:30–9:45	Welcome Remarks
9:45–10:45	Opening Keynote: Nobody Is Waiting in Line Anymore: The Marketing Mindset for a Recruiting Era Brendan Schneider - Founder, SchneiderB <i>The waitlist is gone. For a decade, it did your marketing for you. Now the school has to find families, and waitlist-era habits are holding you back. In his opening keynote, Brendan Schneider shares the marketing mindset that replaces them and three places to start.</i>
10:45–11:00	Break
11:00–12:00	Learn It Here, Lead It There: Turning Institute Ideas into Action at Your School Janice Crampton - Executive Director & CEO, AISAP <i>Every idea you will hear over the next two days was built somewhere else — in another school, another city, another market. Its value depends on what you do with it back home. In this session, Janice Crampton sets the working frame for the Institute: you are here as both a learner and the expert on your own school. Participants will name the one enrollment challenge they are carrying into Amsterdam, learn a simple filter for testing whether an idea fits their school's mission, market, and culture, and start a personal action page they will add to in every session and bring to Tuesday's Closing Session.</i>
12:00–1:00	Lunch

- **Global Ambassadors: Outreach Marketing in a Changing World**

Kathleen Visconti - Head of School, Tessa International School

Families don't choose schools in a straight line, and every interaction either builds trust or sends them looking elsewhere. Join Kathleen Visconti for an interactive session that pairs a relationship-first admissions philosophy with a practical global outreach playbook. You'll leave with a journey map, communication tools, and outreach ideas you can put to work straight away.

- **The One-Day Strategy Sprint: A Practical Framework for Building an Enrolment Growth Roadmap**

Christina Adamapoulou - Head of Admissions and Marketing, The British School of Amsterdam

Every school wants sustainable enrolment growth, yet many strategic planning processes become lengthy exercises that produce ambitious documents but little action. This interactive workshop introduces a practical One-Day Strategy Sprint designed to help school leaders move from ideas to implementation quickly and effectively. Participants will learn a structured framework for bringing together marketing, admissions, and school leadership to identify priorities, align around shared goals and build a focused growth roadmap in just one day.

Drawing on real experience leading strategic planning in international schools, this session shows how to facilitate productive conversations, prioritize opportunities using data and market insight, and create an actionable roadmap teams can begin implementing immediately. Rather than leaving with another planning template, delegates will leave with a repeatable facilitation framework they can adapt for strategy days, departmental planning, or whole-school enrolment initiatives.

- **AI for Admission: Prompts That Actually Work**

Brendan Schneider - Founder, SchneiderB

Everyone is talking about AI. Few are using it well. This hands-on workshop cuts through the hype and gives admission and marketing professionals copy-paste prompts purpose-built for their daily work.

Attendees will learn the CRIT framework, a simple four-part structure that transforms vague AI requests into consistently useful outputs. We will apply the framework live to real school marketing tasks: drafting parent follow-up emails, generating blog post outlines, summarizing tour feedback, and writing human-sounding social media captions.

No prior AI experience required. Participants will leave with a printed prompt cheat sheet containing 20 ready-to-use prompts they can deploy the Monday after the conference. Whether you are AI-curious or already experimenting, this session will sharpen your skills and save you hours every week.

- **Interactive Admissions Toolkit**

Mary Hastings Moore - Director of Admissions and Financial Aid, Washington International School

Eleanor Shaw - Associate Director of Admissions and Financial Aid, Washington International School

Explore how Project Zero Thinking Routines and engaging group activities can help assess social, emotional, and behavioral fit.

3:00–3:15	Group Debrief & Case Study Launch Janice Crampton - Executive Director & CEO, AISAP Meet your breakout group and receive your case study: one of five situations drawn from the realities of international admission and anchored to the AISAP Learning and Development Framework®. Carry your case through Tuesday's sessions and note what speaks to it; your group will work it in full at the Closing Session.
3:30	Boat to Canal Tour
6:30	Boat drops off at Rijksmuseum

Tuesday, October 20

8:30–9:00

Arrivals & Coffee (breakfast on your own)

9:00–9:55

CONCURRENT SESSIONS

- **The Conversations You Dread: Delivering Hard News to Families with Grace Across Cultures**
Janice Crampton - Executive Director & CEO, AISAP

The denial. The wait pool that will not move. The fee increase. The learning profile the school cannot serve. The family that must leave mid-year because a posting — or a visa — changed. International admission professionals deliver more difficult news, across more cultural frames, than almost anyone else on campus, and most were never trained to do it.

This session treats the difficult conversation as a core professional skill, not an occasional misfortune. Participants will practice a simple approach to preparing for, holding, and following up on hard conversations with families — including how expectations about directness, hierarchy, and saving face shift from one culture to the next — and leave with language they can use the next time the news is not what a family hoped to hear.

- **From Panic to Purpose: Leading Strategic Board Conversations on Enrollment**
Julia True - Head of Admissions & Advancement, International School of Amsterdam

Board conversations about enrollment too often spiral into reactive anecdotes, panic, or oversimplified metrics. When trustees react to short-term market noise, enrollment professionals must step up as strategic anchors. This interactive workshop equips admissions and enrollment professionals with the frameworks and real-time practice needed to transform Board discussions into grounded, mission-centered partnerships.

- Practice building clear enrollment reports & presentations that connect demographic reality to long-term strategy
- Shift focus away from short-term anxiety or anecdotes
- Craft mission-focused narratives
- Strengthen your role as a trusted advisor

10:00–10:55

CONCURRENT SESSIONS

- **Prove Your Value: Making the Admission Office's Impact Visible**
Janice Crampton - Executive Director & CEO, AISAP

Admission work is usually noticed only when the numbers fall short. Yet the admissions office creates value far beyond filled seats—in mission fit, retention, the family experience, market intelligence, and the school's reputation in a mobile, globally connected community. This session helps you name that value and make it visible to the people who decide your resources.

Participants will map the full range of value their office creates, identify which pieces their head of school and board currently see — and which they miss — and draft a one-page value story they can take into their next leadership conversation, whether or not they are the most senior person in the room.

- **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

International admissions professionals constantly examine and evaluate what's happening within their school and city. While that focus is essential to our success, it can also help to look beyond our immediate surroundings to understand the challenges and expectations other admissions professionals face around the globe.

Are the number of international families within your school increasing or decreasing? What about the number of international companies? How has the global economic and political situation impacted enrollment? Are families relocating more or less frequently? Are parent expectations changing? This session is designed to be an open discussion about what is happening in our various corners of the world, helping you pinpoint emerging trends and build strategies to navigate them.

11:00–11:15

Break

- **Influence Without Authority: Getting Things Done When You Don't Hold the Title**

Janice Crompton - Executive Director & CEO, AISAP - **Julia True, Mary Hastings-Moore, Tina Bittendorfer, Eleanor Shaw, Claudine Hakim**

The admissions office touches every part of the school — from teachers to the business team to leaders and marketing staff shaping the school's message. However, they usually have little direct control over these areas. In international schools, where leadership changes often happen and responsibilities shift regularly, having formal authority doesn't always help you get things done. Instead, your most valuable asset is influence—the ability to shape decisions and actions through relationships and trust.

This session will explore how influence and relationship-building work in a school setting: how to build partnerships before you need them, earn trust with faculty who see admissions as a side job, navigate leadership changes smoothly, and stay effective even when the organizational structure shifts. Participants will examine their own school's network — who makes decisions, who influences them, and who might block progress — and develop a specific plan to strengthen one important cross-campus relationship that could make them more effective.

- **From Team Machine to Dream Machine**

Pam Mundy - Principal, Pam Mundy Associates

Every school lives somewhere on a lifecycle — being built, being improved, or being sustained — and what “operational excellence” means changes at each stage. Building a school from the ground up (at NEOM, from site to first bell) demands a completely different operating discipline than improving an underperforming one, which is different again from sustaining a mature, accredited school under a national regulatory framework. Admissions sit at the center of all three: the pipeline that proves a startup's promise, the lever that turns around a struggling school, and the discipline that keeps a stable school stable. This session draws on Pam's experience helping build schools at NEOM — and on the board, investor, and multi-school consulting work she has done since — to map what changes, and what doesn't, as a school moves through its lifecycle. The harder problem is what happens once a school is established: it faces pressure from every direction at once — research and best-practice mandates, accreditation and regulatory frameworks, market and investor expectations, and parents who arrive with expectations shaped by every school system they have previously experienced across the globe.

Each pressure is legitimate on its own; together, they push a school to try to be all things to all people, which is itself a failure of operational excellence. The throughline of the session is that no framework resolves this on paper — it's the team that has to hold a shared enough read on the mission to know which pressures to absorb and which to decline. This session offers a practical way of sorting those pressures live with the room and sends attendees home with a lifecycle-stage diagnostic for their own school.

12:15–1:00

Lunch

- **School Marketing the Right Way: Your 60-Minute Transformation Guide**

Brendan Schneider - Founder, SchneiderB

*Join this focused, high-impact session that distills the core principles of Brendan Schneider's book, *School Marketing the Right Way*, into actionable steps you can implement immediately. Brendan wrote this book to help independent school marketers cut through the noise and focus on what truly moves the needle, offering a clear, strategic approach grounded in years of hands-on experience. Learn how to revolutionize your school's marketing approach through interactive exercises and real-world examples, from developing targeted personas to leveraging AI tools. Perfect for busy school marketers who want to quickly maximize their marketing effectiveness.*

- **A+B=C The Enrollment Equation and Value Ratio**
Janice Crampton - Executive Director & CEO, AISAP

Enrollment health comes down to a simple equation: **Recruitment (A) + Retention (B) = Enrollment Health (C)**. Most schools put their energy into A and leave B to chance, even though every family that leaves takes a seat that must be won again. In international schools, where families arrive and depart with every posting, both sides of the equation move all year. Participants will locate where their school gains and loses enrollment and identify which term of the value ratio they can move first.

2:00–3:30	Closing Session — Case Study Work & Attendees Share Insights Janice Crampton - Executive Director & CEO, AISAP <i>Groups work the case they received on Monday, drawing on two days of sessions: weigh the dilemma, respond to a midway curveball, and reach a decision. Each group reports its decision, the principle behind it, and the first conversation it would have back at school. Bring the action page you started on Monday; you will leave with one commitment to act on in the first thirty days and a colleague from another school to hold you to it.</i>
3:30	Institute Closes / School Tour (optional)