

[Consistent Story]

Promotional material, like orientation, can be overwhelming for students, their guardians and even agents. Your centre is competing in a very saturated market, so try to focus on your Centre's unique strengths and not overplay areas that may be lacking. Your Centre's most recent NEAS Quality Review Visit report is a good place to start. Put your promotion focus on areas that students and staff have commented favourably on. Play to your strengths.