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working **together**

**Communications and
Marketing Conference 2016**

Working Together – Communications and Marketing Priorities for 2016/17

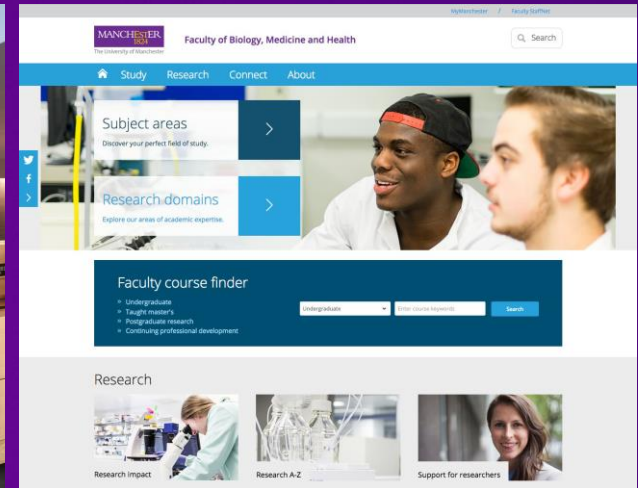
Terry Hudghton
Head of University Marketing

(From January 2017 –
Interim Director of Communications and Marketing)

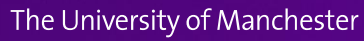


THE ONLY THING
CONSTANT IN LIFE IS
CHANGE

Embedding 2015/16 initiatives



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Better organisation and coordination



Better organisation and coordination



Better organisation and coordination



New opportunities

STELLIFY

New opportunities



New opportunities



New opportunities



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Better. Different. Bigger.

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Communications and Marketing Plan

Summary document 2015-2018

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Manchester 2020

The University of Manchester's
Strategic Plan



From Good to Great

