

# Prue Isaacs



## Global Threads Local Ties

SIEBA CONFERENCE 25-26 JUNE 2024

### Speaker Bio:



Prue has been the International Student Director at Wellington High School since 2019. Prior to this she worked for the Ministry of Foreign Affairs and Trade in Wellington, and for tertiary institutions in London. As the sole marketing person at Wellington High, and after her first very lonely marketing trip (to China), Prue quickly grasped the importance of collaborating with other schools while in market.

Wellington High School is a member of two key offshore consortiums in Vietnam and Latin America, so it was a natural progression to collaborate with like minded Directors in as many other regions as possible.

The idea for putting together this short session came from one of our group with the intention to encourage a more collaborative (and fun) way of marketing the New Zealand high school sector

**International Student Director,  
Wellington High School**

Topic -  
Offshore Marketing  
Collaboration - 'Collaboration  
not Competition



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