Do Ed-Tech Marketing Differently

215,000 Readers
Year-by-year the Learning Counsel has grown to become a leader in supplying research and context in the shift to digital curriculum to an audience of 215,000 education executives.

Our readership is comprised of superintendents, chief technology and innovation officers, chief academic officers, tech and instructional administrators, curriculum specialists, teachers and interested enthusiasts throughout teaching and learning.

Our mission has guided us to being the go-to media, publishing and events organization providing research and context for the education industry. We are helping executives within industry and academics to transform educational systems through digital curriculum strategies; enhance the creative construction of digital learning resources between teachers, administrators and publishers; and ultimately helping all learners everywhere become more engaged in knowledge acquisition for life success.

Total Audience: 215,403

Many pieces of the Learning Counsel’s knowledge, shared with readers and city-by-city at events, has made its way into a new book at the demand of many education executives.

“The Learning Counsel has helped education leaders chart a course that includes actionable data and current trends. The knowledge we’ve gained guides our work as we continue to strive for excellence in teaching and learning through digital platforms, tools, and practices.”

– Janell McClure, Ed.S. Director, Digital and Multimedia Learning Cobb County School District

“A breath of fresh air – it is a thought-provoking, visionary book that every educator – teacher, administrator and parent – must read. Change, as Leilani describes it, is absolutely happening. Educators can join in...or be left behind.”

– Dr. Elliot Soloway, College of Engineering, School of Information, School of Education, University of Michigan at Ann Arbor
It’s not enough to view technology as its discrete parts of hardware, software, systems, and all of it tacked on to existing teaching and learning infrastructure. The Learning Counsel is more than media, we are leading schools through a Digital Transformation Continuum towards a new position of both screen learning and still-relevant physical buildings. The new mix of real and virtual is called “expo centers of learning” and involves organizational restructure, not just augmentation of random technologies. This appeal drives top executive interest. The Continuum is extremely on-point with where school’s need help. Your message fit into this change continuum will help your product resonate with the majority of leaders.

“LeiLani is a true education industry thought leader who does a wonderful job of codifying the trajectory of education, showing how we are on the precipice of consumerization, and describing a great need for education to catch up to the Age of Experience.”

— Dan Stoneman
Chief Innovation Officer
San Diego Unified School District

“Not a day goes by I don’t find myself sharing stories, facts and other bits of information that I learned at the event. You know your work is important when I find myself sharing with others and wishing they could have heard what I heard. The exciting thing is knowing there will be more opportunities for many more to benefit from your events in the future. Thank you for your generosity and your hard work as you continue to organize these gatherings and share all the knowledge and experiences gleaned from so many people.”

— Max Clark
Assistant Superintendent, Kingman-Norwich USD 331

Where does your company fit in the great mixing of digital “things” into a real strategy? Is the product really a tactic, a one-off, that schools need to make sense of within their greater curriculum map and tech plan? Is it part of a school-wide or district-wide shift? Is it something that is useful for teachers or parents or students or administrators, or all of them? Is it robust, does it have rigor, is it “digitized” or “digital?”

In a market distracted by many different products, all vying for attention, your fit has to be within a reasoned transition for any school or classroom. The Learning Counsel is sought out by both educators and industry to help bring context. It’s why leaders attend our events and why they read our newsletters and major publications.

You can market without context, or you can ally with the Learning Counsel.
As the authoritative source of strategy for districts and schools to sustainably shift to digital curriculum along the education transformation continuum involving software, hardware, and networks, the Learning Counsel publishes bi-annual Special Reports. These reports are far more than reporting on the market—they are guiding the market forward, stage by stage. As such, they are tremendous lead generators.

**Strategy**

- Digital Curriculum Strategy
- Model Architecture

**Tactics**

- 71 Characteristics of Digital Curriculum
- Going Digital: Speeding Past Strategy, Turning into Tactics

**Sustainability**

- 100+ Characteristics of Digital Curriculum
- Digital Transition Sustainability

**Leadership**

- Systems Leadership versus the Classroom

**Analytics**

- Analytics and Onboarding
  - Coming Spring 2018

**Design**

- Remodeling for Digital Curriculum
- Designed for Digital

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“What LeiLani lays-out is a roadmap for education, ‘This is what’s going to happen, this is what is happening, this is what needs to happen if you’re going to solve this tangled situation which you are at right now.’ I really think this is her putting a mirror in front of the industry and saying, ‘This is what is happening, now let’s take it somewhere else.’”

– Elad Inbar, CEO RobotLab
To get relevant with education leaders, you must understand the needs and wants of every stakeholder, their challenges and successes, the winning strategies, as well as the hardware and software potentialities. The Learning Counsel brings context, research and creativity with our custom publishing.

**Journal Posters**
Customized publications based on the angle you want to take. Long-form editorial on what is happening with the shift to digital, and re-usable poster for classrooms and teacher break rooms. This is a fresh and dynamic piece of your Edu marketing plan.

**Whitepapers**
A unique third party voice for your brand and products. Our research-based white papers are respected references for education leaders across the country. These are customized to address key friction points that executives are facing.

**Educator Guides**
How-To for executives, instructional technologists and teachers. These put your service or product in front of decision makers as the solution for their school and classroom challenges.

**Workbook**
The event workbook is a cherished handout and follows all our guests home – with many notes and musings they’ve written into it from their day with us. Often our guests take extra copies and share them around their districts. In addition to event work, it is downloadable from our site.

**Newsletter**
6,000 to 10,000 views with each launch. Every week the Learning Counsel newsletter informs education executives across the nation. Be part of the story.

**Case Studies**
From concept to finished design, the Learning Counsel brings your story to life. Make sure your services and products are differentiated and stand out as the solution they are. Shared online and within our newsletter, these are high value lead generators.

**Website**
Place your advertising where it will be seen by your target audience. Collaborate on context-rich editorial that positions your brand as a leader in your category.

25,000+ Executive Educator Views Each Month

Make Your Company & Product Known and **GENERATE LEADS**
The New Front Lines of the Tech Transition

The Learning Counsel is going deep into the discussions of software just for education with our 2018-2019 Learning Groups. Some groups have education executive leaders already in place. Others are new initiatives. These groups are open to all, especially including educators, of course, plus developers and product managers from industry. Sponsor to participate.

Characteristics Learning Group - User Interface (UI)
This learning group pays attention to user interface and how packets of code and content inter-relate since learning resources range from discrete learning objects, through full digital courseware with presets, and into framework platforms; with mutations of all three. The intention of this Group is to discuss terms in the learning software field, and how learning software of all types inter-relates, including commercially and pedagogically.

**Education Chairman: Dr. Karla Burkholder**, Director of Instructional Technology, Schertz-Cibolo-Universal City ISD, TX

**Key Contributor: L. Beatriz Arnillas**, MFA, SPHR, Senior Education Advisor, itslearning

Instructional Digital Design/Academic Models - User Experience (UX)
What is a good User Experience for teachers, students, parents, administrators? This learning group pays attention to user experience at the teacher and student levels, as well as to new classroom models because of more screen learning and digital interactions that alter group dynamics. The intention of this group is to discuss how things are designed, the software structures, systems, curriculum maps, new frameworks, and professional practices around that.

**Education Chairman: Janell McClure**, Director of Digital & Multimedia Learning, Cobb County School District, Atlanta, GA

**Industry Co-Chairman: Robin Gonzales**, CEO, Zia Learning

Learning Gaming
This learning group pays attention to the dynamics of gaming in learning, especially outcomes and technical frameworks with metrics. Aspects of discovery learning, types of gaming, and managing gaming as learning, are part of the discussions. The intention of this group is to discuss how to think and implement gaming within a greater curriculum map.

**Education Chairman: Dr. Jasna Aliefendic**, Technology Applications Coordinator, Garland ISD, TX

Security/Infrastructure – Curriculum Impacts
This group discusses things like a “Model Architecture” for schools, including the divisions between the major systems and all the little “Applets,” digital curriculum pieces, and sites. In addition, this group brings up important changes related to network and hardware infrastructure related to school and district planning – inclusive of security news for both digital and physical hardening of the school environment. Finally, the road to “prescriptive” analytics for full personalization for students has many stages – and this group is here to bring a community forum to discuss those and provide each other tips and tricks.

**Education Chairman: Peter Happala**, Superintendent, Warroad School District, MN

**Education Chairman: Kristy Sailors**, Director of Education Technology, IT, Houston ISD

**Industry Chairman: Gisela Albuquerque Weise**, Education Industry Marketing Specialist, Canon Solutions America

ReDesign – Operations & Environment
This learning group pays attention to a school's brand and a seamless overall learning experience through the whole environment being created, including the administration of the learning. The intention is to attract attendance and heighten learning through delivery that is both online and offline, in physical relatable and dynamic spaces.

**Education Chairman: Ben Fobert**, Principal, Mountain House High School, Lammersville ISD, CA

**Industry Chairman: Gisela Albuquerque Weise**, Education Industry Marketing Specialist, Canon USA

Real Relationships

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What is it?

Learning Counsel has been presenting Workshops since 2014 on many aspects of digital transition, but “themed” each year against our “change continuum.” This invaluable free training has been so impressive that many Districts have asked for the entire spectrum of it offered formally. We packaged up eight modules of training called EduJedi Leadership training with the last one being open-ended to include industry sponsored papers and videos, and there is space online and within the Workbooks to include other sponsor messages.

Schools nationwide are interested in or have already joined the EduJedi Leadership Society. If a representative of a school or district signs the EduJedi Pact, it means they agree with and are excited about the precepts in it and want to continue coming to Learning Counsel events for free. Signing also puts schools or districts into a scholarship pool to get the EduJedi Leadership Development Training sponsored by an industry partner, or optionally purchase their full package with all the materials.

SILVER LEVEL – Attend EduJedi Events & Lead Generation

Attend THREE (3) live events annually: our National Gathering RECEPTION (value $1,000, no speaking), and both dinner party events coincident with TCEA and ISTE (value $2,000, no speaking). Sponsor all media and the EduJedi Program without live signing events, logo on all materials including all push email (amounting to 1 Million+) in a year in promotion out), right to display “EduJedi Support Organization” on all your own materials, plus any whitepaper created by Learning Counsel for this sponsor is included in Module 8 of training, or sponsor’s own literature. Other deliverables include contact information of new signers for sponsor to congratulate them and introduce themselves. Essentially as a sponsor, your company would use the fact of new Edujedi as a means of business development with those schools and districts, who are grateful for the program. Lead development potential: 300+ from all sources, live events, promotional email, new and old signers.

Investment: $6,500 Annual

GOLD LEVEL – Live Signing at a District, National Gathering Speaker & Lead Generation One Sponsored District for all their users, including the formal signing of becoming EduJedi as a live meeting with that District’s senior executives coordinated with a sponsor executive attending and photographer sent for the occasion, plus a coincident just-before or after independent vendor-district meeting for presenting your product (value $15,000) Sponsor is additionally responsible for other introductory meetings internal to that district to launch the EduJedi training or to co-host the executive exercises (leadership games in the training) as coordinated activities in the district and use those opportunities to also present some info on your product. Additionally, attend the National Gathering EduJedi reception and speak in a break-out session later in the program (value $11,000, includes a speaking address during reception and another one later in the program the next day.) Sponsor all media and receive all lead generation. Special Video Introduction or whitepaper added to the final module of EduJedi (sponsor supplies), this asset will be promoted and announced to all EduJedi. Deliverables include sponsors logo on all materials including all push email (at least 10 promotions in a year amounting to 1 Million+) and right to display “EduJedi Support Organization” on all your own materials. Lead development potential: 600+ from all sources, live events, promotional email, new and old signers.

Package Investment: $20,000 Annual

Ceremony & EduJedi Operations Supporters (Sponsorship)

Events. Your representative present with photograph of the official “signing” of the Pact on-site at a District with top officials.

- Press Release to mainstream media and story on Learning Counsel for each signing.
- Online recognition on EduJedi pages.
- All promotional literature recognition, including all stand-alone mass email invitations to send.
- Optional discounted Sharp Tank video showcase online and showings at Discussion events.
Show Your Stuff

Bring your sales or business development staff into relationships with the curriculum and tech executives and top management, including superintendents in many cities. From meeting-sized, to the larger events, regionals and the national Gathering, these events start with a market briefing well-loved by Educators. Speakers from industry and local educators alternate throughout the day, with special workshop moments that everyone has a hand in. The day ends with a panel and open-mike session for real discussion and take-aways.

2019 Events

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<th>Date</th>
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<tr>
<td>January 15</td>
<td>San Antonio, TX</td>
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<td>January 31</td>
<td>Orange County, CA</td>
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<td>February 6</td>
<td>San Antonio, TX - Dinner</td>
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<td>February 14</td>
<td>Phoenix, AZ</td>
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<td>September 17</td>
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<td>November 5</td>
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<td>November 15-17</td>
<td>Dallas, TX - National Gathering</td>
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(Dates subject to change)

The Learning Counsel offers a fresh and grounded perspective based on more in-person discussion and research than any other media in Ed-Tech. Call us to get ideas and help.

Contact:  Annette Erwin
Business Development
888-611-7709 ext: 27
annette@learningcounsel.com

“Attending a Learning Counsel event is a good opportunity to create or stretch a vision, is a good opportunity to develop strategies to implement a 1:1 initiative, is a good opportunity to learn about resources and is a good opportunity to network with vendors. It becomes a great opportunity when school districts come in teams because in addition to the information present, your team spends the day collaborating and idea sharing which truly develops a shared responsibility of creating a digitally enhanced educational environment that improves instruction and learning.”

—Eric Godfrey
Superintendent
Buckeye Union High School District
Phoenix, AZ

The new social media site for education! (Whoohooo, finally.) Its most important difference is its “Invenstory,” an inventory feature for all of a district’s or school’s learning objects. As a publisher or education provider you definitely want to be in KnowStory and have a profile, sharing your tools and solutions. Join today and create your profile at knowstory.com.
Knowstory is the first social media site for Education.

- Join administrative and teacher records into one “Invenstory.”
- Assign licenses.
- Manage school and teacher groups.
- Make and join committees about learning games, digital characteristics and more.

Visit KnowStory.com to learn more.