



AMI Affiliated Societies Meeting

Saturday, 16 April 2016, 10:00am – 12:30pm

AGENDA

1. Welcome
Lynne Lawrence, AMI Executive Director
2. Introduction by New Affiliated Societies
3. **Expanding Montessori's Impact through Innovation and Enterprise**
 - a. **Media Mastery**
Prince George has put Montessori in the spotlight and AMI and its affiliates have been fielding increasing media enquiries. This presentation will explore how to go from trepidation to confidence in fielding print, radio and television media interviews.
Louise Livingston and Christine Harrison
 - b. **Innovative, Entrepreneurial and Creative**
The US Embassy in Bucharest used these words when awarding The Montessori School of Bucharest for entrepreneurship and as a role model for Romania's sustainable economic development.
Ana Maria Brezniceanu
 - c. **SEO Case Study – OMG!**
Through a social impact investment in Australia, the Montessori Australia Foundation and AMI have been able to engage the services of a leading SEO (Search Engine Optimisation) company OMG (Online Marketing Gurus). Follow our journey from search engine ignorance to optimisation.
Katie Denzin and Victoria Marshall-Cerins
 - d. **MONTESSORI 2020**
Montessori Dachverband Deutschland, the German umbrella organisation, has embarked on an exciting strategic project to advance the Montessori movement in Germany by shaping the future together, through its MONTESSORI 2020 project.
Joerg Boysen
 - e. **Montessori Events**
Organising Montessori events is one of our greatest avenues for strengthening community, practice, outreach and revenue. The Montessori Australia Foundation runs over 50 events a year and this presentation will highlight how to make the most of this opportunity for expanding Montessori's impact.
Megan Tyne
 - f. **Congress Update for Affiliates**
The Congress Organising Committee will give an update on the Congress for affiliated societies.
Sona Havlickova
4. Closing Remarks
Philip O'Brien, AMI President