



TargetX Schedules First Users Conference to Help Clients Cope with Changes in Student Recruiting

Higher education marketing firm TargetX has scheduled its first Xpert Summit, a March 6th conference aimed at helping clients do a better job of recruiting students during increasingly challenging times.

Bristol, PA, February 06, 2008 --(PR.com)-- TargetX, a leader in helping colleges recruit a new and more challenging generation of students, has announced its first users group meeting, entitled Xpert Summit 2008.

Scheduled for March 6 in Philadelphia, the conference will bring together admissions and marketing officers from colleges around the country to learn how to make better use of TargetX tools and services and to share their successes and challenges with colleagues.

"The Xpert Summit will provide attendees a unique opportunity to collaborate with TargetX team members and other users as we explore ways to enhance their recruitment efforts," said CEO Brian Wm. Niles. "We'll spend as much time talking about industry trends and best practices as we will about TargetX."

The conference will include breakout sessions on how to enhance the campus visit, how to design a modern communications plan, and how to build connections with students using blogs and social networking.

In addition, there will be "moveable" discussions that provide a unique alternative to the traditional roundtable discussions. Attendees will have the chance to move from one informal, free-form discussion to another to make sure they can ask questions and facilitate dialogue on a number of issues.

The Xpert Summit will also feature a keynote address on the importance of storytelling by Pulitzer Prize-winning journalist Michael Vitez, who is also the author of the best-selling book, "Rocky Stories: Tales of Love, Hope and Happiness at America's Most Famous Steps."

Attendees to the March 6 conference will be treated to a sneak peak at TargetX's Student Recruitment Manager (SRM), scheduled for release this spring. The SRM combines a revolutionary way to manage student information, a consumer-friendly student portal for applying online and scheduling campus visits, and the electronic communication tools for which TargetX has become known and respected throughout the industry.

TargetX clients can find more information about the Summit and register by visiting:
www.targetx.com/xpertsummit/xpertsummit.html

About TargetX



Since 1998, TargetX has been higher education's most innovative recruiting company, continually developing new technologies and strategies to help colleges attract today's web-savvy students. The company is the leading provider of interactive recruiting solutions, helping over 450 schools communicate more effectively with prospective students. It is also the leading authority on building campus visit experiences and solutions that meet the needs of today's Millennial generation.

TargetX has developed a reputation for objective and expert counsel, offering a popular series of workshops and seminars, presenting at dozens of conferences around the country, producing a weekly newsletter of tips and trends, and generating the only podcast devoted to student recruiting.

The company is also the creative force behind MyCampusVisits.com, a free and easy-to-use search engine that enables students to find college admissions events by date, location, size of school and other key factors.

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