Teesside University

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Welcome

Postgraduate virtual open day

Sarah Smith: Recruitment co-ordinator
Danny Honeyman: Creative web developer

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Postgraduate virtual open day

Why?

- **Education sector developments**
  Enhance the postgraduate experience and extend the student recruitment footprint
- **Reach wider audience**
  An open day experience in a suitable to those students unable to attend an on campus event
- **Research into individual needs of PG enquirers**
  A personalised and individual campaign for the postgraduate market has been implemented to reflect both the lifestyle and emotional nature of the decision making process.
- **Stand out from the crowd**
  Our original and imaginative virtual open day is one of the leading platforms in the sector.
- **Embracing online concepts**
  Starting point for a range of developments in the digital arena

Objectives

- **Raise awareness of the postgraduate portfolio**
  Increase the number of postgraduate recruitment events
- **Widen the university footprint**
  Acquire a larger regional and national market share
- **Engage in a two-way dialogue with potential applicants**
  Create an on campus open day feel
- **Increase postgraduate applications**
  Increase postgraduate applications by 10%
- **Improve internal progression from final year students**
  Research highlighted that progression from current students was low

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Postgraduate virtual open day

What?

- **Developed in house**
  Enables us to deliver a sustainable and continuously advancing event
- **Exclusivity**
  Log in required to access content
- **Bespoke Microsite**
  Exclusive content, online chats, videos, presentations
- **Registration system**
  Collected relevant information to display personalised content when logged in
- **Social activity**
  Create an online badge to see others attending the day - bringing an offline activity online
- **Expert panel**
  Facility to meet the staff participating in the online chat and engage in 2 way conversation

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Postgraduate virtual open day

Landing page
Registration

Home page
Bespoke microsite

Social activity
Online badge

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Postgraduate virtual open day

Marketing & advertising

- **Integrated campaign**
  Direct your future from the comfort of your own home
- **Promotional activity**
  Online advertising, university website, e-communications, social media, press advertising

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Attendance

553 registrations
201 attendees
186 badge creations
44% outside Tees Valley
26% international

41%
increase in applications

78%
cost saving

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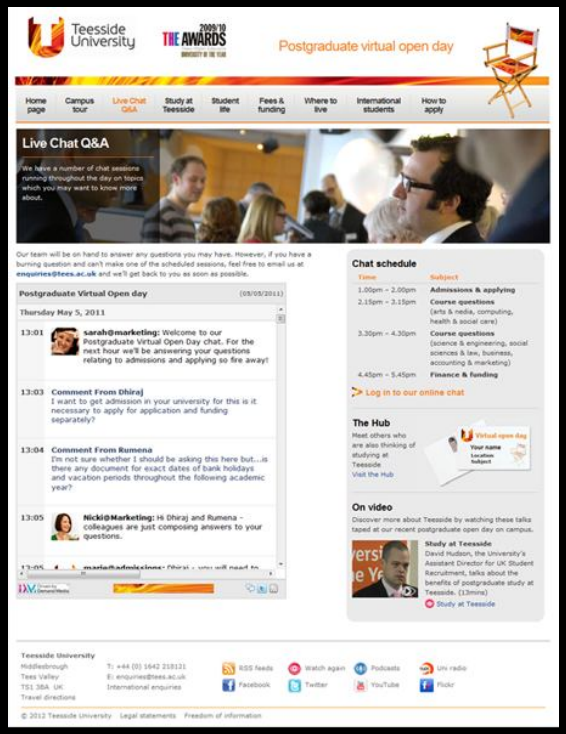
Postgraduate virtual open day

How it improved

- **Personalised chat**
  Used captured registration data to offer a more personalised chat experience
- **More videos**
  Added more videos on presentations specific to postgraduate market
- **New chat software**
  Cheaper, allows for embedding videos, polls and more user friendly
- **Reduced chat schedule**
  Allowed more time for visitor interaction



Challenges

- **Internal support**
  Shift the culture among stakeholders to gain internal and external support for this online concept
- **Funding cuts**
  Promote the value of postgraduate study in the current economic climate
- **Bespoke content**
  Creating new and bespoke content for a postgraduate audience

Tips & advice

- **Unique**
  Think about the target audience and how they want to be communicated with.
- **Interactive**
  Promote the value of postgraduate study in the current economic climate
- **Return on investment**
  Consider how core recruitment activity can be delivered on a limited budget.
- **Evaluate and improve**
  Respond to what your audience is telling you and strive to improve year on year.