

The background of the slide is a composite image. On the right, a young woman with long blonde hair and bangs is smiling, resting her chin on her hand. She is wearing a light purple blazer over a black top. On the left, a large, historic red brick building with many windows and a clock tower is visible. The building is identified as City University of London. A red geometric pattern, resembling a series of overlapping triangles, runs diagonally across the middle of the slide, separating the background image from the text below.

This is City.

Events for teachers and advisers

Andy Cotterill, UK Marketing and Recruitment

Do I have all the answers?



Throughout the session

- Head to www.sli.do
- Enter the event code:
 - #HELOA2020
- We'll get your insight and your questions as we go through

In the room ...

slido

- What are your aims when running teacher and adviser conferences?
- What are you trying to offer to them?
- What does success look like to you?
- What do you want to gain from this session?



Why run these events?

- What are you trying to achieve?
- Have you got time and resource to dedicate to this?
- What is your follow up from this event?



Why run these events?

- Strengthen existing relationships
- Work with new institutions
- Academic access to schools and colleges
- Show off facilities
- Explore new regions and work with contacts in new areas
- A “one hit” solution
- Teacher and adviser CPD

When is the best time to run them?

slido

- Survey of schools and colleges at City
- 17 teachers and advisers did attend teacher and adviser conferences
- When would they like them to be held?

Our survey says ...

- No particular month x 2
- February
- March
- May x 2
- June x 4
- July x 3
- October
- Dec, Jan , Feb, March
- November, June, early December



When is the best time to run them?

- A delicate balancing act
- There doesn't seem to be a perfect solution
- Timetabling issues in schools, colleges and universities!
- Availability of your team
- Availability of your academics – set the date early



Also think about ...

- Competitors hosting similar events near to you
- What the aim is for teachers and advisers from this event
- Maximising your audience



Defining your event

- What is it you need to achieve here?
- What sort of sessions do you want to offer?
- What do you want teachers and advisers to go away knowing?

But also, who's your audience?

- Who do you aim your events at?
 - Heads of sixth form
 - UCAS co-ordinators
 - Subject teachers
 - Careers advisers – independent or in schools
 - International school staff
- How do you make the event (literally) accessible to all?



Different ways of running an event with the same name

1. A University showcase
2. A HE update day
3. A CPD day
4. Academic support for teachers and advisers
5. Probably others too



The University showcase

- All about your institution
- Showcase your courses and facilities
- Make teachers and advisers more aware about what you're doing
- WP initiatives
- Drive influencers



A HE update day

- Information about the sector
- External speakers or internal senior managers
- Breed confidence within your audience
- Do you become the “go-to” institution for queries on these issues?



A CPD day

- Sessions that will ultimately lead to school staff being able to complete their job better
- Could be HE specific – careers guidance, student finance, reference writing
- Could be more academically focused
- Tangible outcome for school staff



Academic support for teachers and advisers

- Not necessarily aimed at sixth form staff
- Subject teachers learn about research
- Maybe an education academic on teaching techniques?
- Embedding your message across a school



Get the research right

- Your event needs to stand out
- It needs to be something a teacher wants to come to and something their manager will approve
- What's the outcome for the audience?
- What's the outcome for you as hosts?

What makes a good event?

slido

- Survey of schools and colleges at City
- 17 teachers and advisers did attend teacher and adviser conferences
- What did they say they were most looking for?

What content are teachers and advisers looking for?

slido

Update from UCAS, Student Finance or external companies	/17
---	-----

Sector updates	/17
----------------	-----

Information sessions on personal statements, UCAS etc	/17
---	-----

Subject information sessions	/17
------------------------------	-----

Campus tour	/17
-------------	-----

Information from the host university	/17
--------------------------------------	-----

Do not attend this sort of event	/17
----------------------------------	-----

Other	/17
-------	-----

What content are teachers and advisers looking for?

Update from UCAS, Student Finance or external companies	15	/17
Sector updates		/17
Information sessions on personal statements, UCAS etc		/17
Subject information sessions	15	/17
Campus tour		/17
Information from the host university		/17
Do not attend this sort of event		/17
Other		/17

What content are teachers and advisers looking for?

Update from UCAS, Student Finance or external companies	15	/17
Sector updates		/17
Information sessions on personal statements, UCAS etc		/17
Subject information sessions	15	/17
Campus tour	4	/17
Information from the host university		/17
Do not attend this sort of event		/17
Other		/17

What content are teachers and advisers looking for?

Update from UCAS, Student Finance or external companies	15	/17
Sector updates	10	/17
Information sessions on personal statements, UCAS etc	6	/17
Subject information sessions	15	/17
Campus tour	4	/17
Information from the host university	10	/17
Do not attend this sort of event	0	/17
Other	0	/17

What content are teachers and advisers looking for?

- Teachers and advisers want advice they can't get elsewhere
- Information from UCAS, SLC, external speakers wanted
 - They don't routinely go into schools
 - Straight from source
 - Impartiality
- Subject information sessions
 - Academic access that can't be replicated in schools
 - Sessions that work better at your institution eg. labs
 - What are they looking for in students?

Other interesting findings

Do you prefer conferences held at one university to be:

Impartial - little to no mention of the specific university	3
Mixture of general sector information and information about the university	11
All about that university	3

Would you prefer conferences to be:

All day event	9
Half day event	8

Planning the day – Location, location, location

- Think back to the aims of your event
- Your university
- Another university
- Independent venue
- “Neutral territory” for a collaborative approach?
- New region?



Planning the day - content

- Do your research
 - Other conferences in the area?
 - Other events at the same time?
 - Who else is speaking at other events?
- “Crowd pleasing” subjects v matching your recruitment needs
 - Why are people going to come to your event?
 - What specialist information do they need from you that they can't get elsewhere?

Planning the day – who is presenting and how?

- External speakers – do they understand their audience?
- Academics – have you got the right ones?
- Mixing subjects
 - Panel discussion?
 - Joint presentations?
 - Who do you pair with who?
 - Breakouts or compulsory?
- Also to think about – who is your audience?

Collaborating with other universities

- Can be a great way to pull the crowd in
- A better reason for teachers to get out the classroom
- Can offer a better variety in sessions
- Clear communication, planning and strategy needed = trust
- Awareness of all from the very start – no surprised academics!

Teacher and adviser *day*???

- May not necessarily be the right option
- See what your target audience are wanting
- UWL run some great evening sessions

Teacher and Careers Advisor Lates



We invite you to explore our latest classroom resources, take part in discussions about how we can best support your learners and leave with a bag full of freebies.

- For: anyone who supports young people or adult learners, there are about 40 attendees at each evening
- When: October 2019, December 2019, January 2020, March 2020, July 2020 - 5:30pm – 8pm approx.
- Where: Ealing Campus, St Mary's Road, W5 5RF

To find out more or book email outreachteam@uwl.ac.uk.

In person yes, but what about online?

- What about online?
- Different ways to engage your target audience
- Leeds have a particularly extensive range of sessions available

CPD Webinars

Our monthly webinars cover a diverse range of topics; subject specific workshops, competitive admissions, alternative routes to university and student employability. All are designed to provide you, and in turn your students, with an enhanced understanding of applying to university.

Details of our 2019/20 sessions coming soon.

Archived webinars

ALTERNATIVE ROUTES TO MEDICINE	+
ROUTES INTO NURSING	+
THE PLUS PROGRAMME: TARGETED SUPPORT FOR UNDER-REPRESENTED STUDENTS	+
PREPARING YOUR STUDENTS FOR THEIR MEDICINE INTERVIEW	+
LEEDS ADMISSIONS: DEMYSTIFYING THE SELECTION PROCESS	+
APPLYING TO MEDICINE	+
ALTERNATIVE ADMISSIONS: THE ACCESS TO LEEDS SCHEME	+
ADMISSIONS INTERVIEWS AND PORTFOLIO INSPECTIONS	+

What works for you?

- On your tables you will have a discussion topic and flipchart paper
- Discuss your theme within your table and note any ideas down
- We will then discuss these themes as a group and share ideas and experiences

Discussion topics

1. Type of event – where and when are you running this event and what should school staff get from it?
2. Academic involvement – what does that look like in your events and how would you like to see it done?
3. External speakers – who would you get and what would their subject matter be?
4. Widening participation – what messages do you want to get across and how do you target the event?
5. Collaboration – which universities and why? What would make a good mix?
6. Marketing – how are you going to get your event out there?

To look at today

- Why run these events?
- When is the best time to run them?
- What content are teachers and advisers looking for?
- **What seems to work well ...**
- When things go wrong ...

How to solve a problem like admissions

- Who is the best person to deal with these queries and what is the best forum?
- Who actually knows the answer to the questions that will be asked?
- Are academics the best placed?
- Is an admissions panel useful?

Admissions in practice

- Academics
 - Should know what the requirements are
 - Ask for what the school/college offers when teachers sign up
- Admissions panels
 - Experts!
 - Can be boring for people without questions when niche
- Admissions session
 - Work well as a “sector-style” update
 - Opportunities for questions at end

Stand out stands

- Admissions stand?
- Do you want stands from specific courses?
- Do you want to promote university services?
- Do your audience actually want them/have time to access them?



Subject exposure

- Ultimately think: **why would they come to you?**
- Get your big hitters in – end of the day?
- Pair up less popular subjects with more popular ones
 - Economics + Politics + History = less time per academic, but more exposure in terms of audience size
- Think about what is difficult for teachers and advisers to understand
- If on campus – facilities?

Promoting your day

- Bespoke emails
- Mailout
- Clear sessions on the programme as early as possible
- Promote your speakers
 - Could be external
 - Maybe “Director of Admissions” etc
- Keep in touch with your delegates

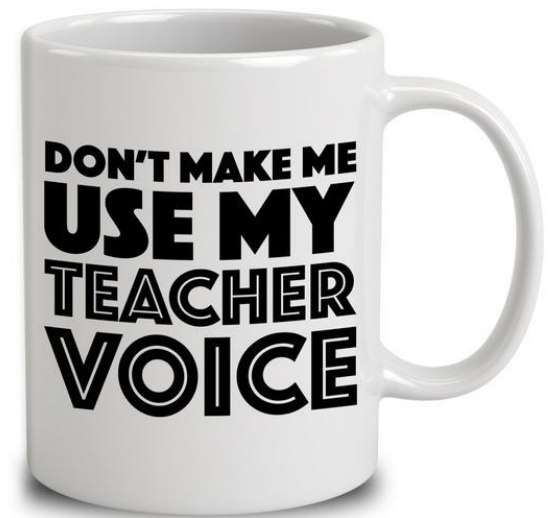


Academic engagement

- Need to “sell” the opportunity
- Level of exposure to students can be huge
- At City: around 30 teachers/advisers representing nearly 11,000 students
- Breadth of potential influence

Sweetening the deal

- Pen and paper – teachers love it
- TEA AND COFFEE – at all times
- Can you assist with travel at all?



Following up

- Go back to the aims of your event
- What do you want them to do?
 - Sign up for a visit – talk/fair/academic session
 - Sign up for a newsletter
 - Fill in a feedback form
 - Take collateral back to their institution
 - Come back next year
- How will you measure “success”?

Rinse and repeat

- The annual event
- What are you going to do next year?
- How will you implement the feedback?
- Need to please the “repeat offender”

Overall, how entertaining was the event? *

1 2 3 4 5 6 7 8 9 10

Boring Fantastic

After the event, how inspired did you feel? *

1 2 3 4 5 6 7 8 9 10

None Fired up!

To look at today

- Why run these events?
- When is the best time to run them?
- What content are teachers and advisers looking for?
- What seems to work well ...
- **When things go wrong ...**

When things go wrong ...

- Admissions knowledge within your teams
- Sessions over-running
- Catering issues
- Academics not turning up

One day in Manchester

Issue number one:

All trains out of Birmingham cancelled
Speakers unable to get on trains
Things begin moving by around 10am
Event already started



Time	Destination	Platform
07:14	Sevenoaks	2 07:54
07:55	East Grinstead	Cancelled
07:58	Dartford	Cancelled
07:58	Dartford	Cancelled
07:58	Uckfield	Cancelled
08:00	Wimbledon	Cancelled
08:00	Horsham	Cancelled
08:06	Caterham	Cancelled
08:10	West Croydon	Cancelled
08:14	Tottenham Corner	Cancelled
08:18	Dartford	Cancelled
08:19	Beckenham Jnc	Cancelled
08:20	Victoria	Cancelled

Solution?

Flexibility in programme essential
Quick decision making and alterations to the day
Backup copies of powerpoints

One day in Manchester

Issue number two:

Gentleman falls seriously ill
Genuine danger to life

Solution?

Outstanding student ambassador work
Isolating issues to safe and quiet space
Allocated emergency roles quickly
Ambulance called



One day in Manchester

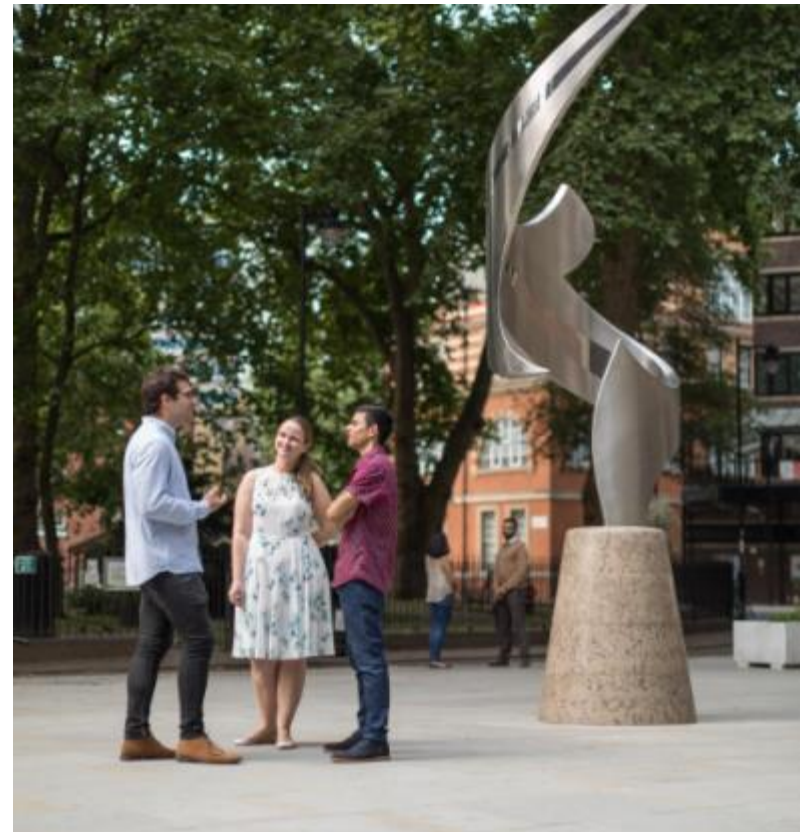
What I learnt that day

- The best plans in the world need flexibility
- Things will happen outside of your control
- Someone as the organiser should DEFINITELY be first aid trained
- Know the first aid options in your venue
- Know your venue layout and the local area/access points
- Be honest with your delegates – to a point
- How will panicking help?



Top tips

- Understand why you're running the event and what you want to gain
- Define your “pull”
- Research competitor events thoroughly
- Be prepared!





Andy Cotterill
andy.cotterill@city.ac.uk

City, University of London
Northampton Square
London
EC1V 0HB
United Kingdom