



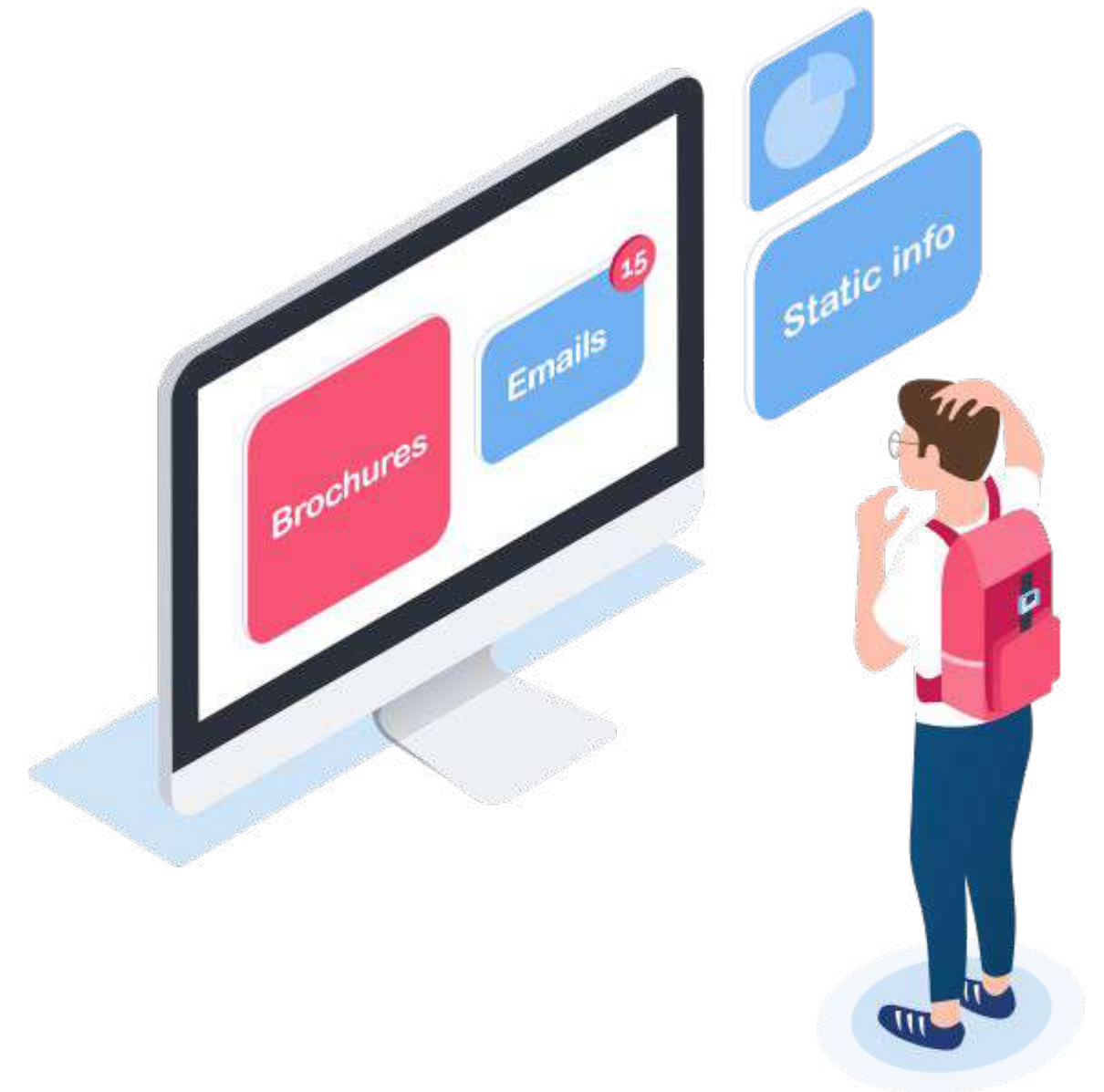
Student Ambassador Schemes

Sharing best practice and roundtable discussion

Agenda: Student Ambassador Schemes

11am - 12:15

11:00 - 11:15	Introductions
11:15 - 11:30	Roundtable Discusson
11:30 - 11:45	Sharing
11:45 - 11:55	Unibuddy Student Ambassador best practice
11:55 - 12:05	Emerging trends in peer to peer recruitment
12:05	Q & A





Laura

Customer Success Manager

[Chat with Laura](#)

I COME FROM

Surrey, UK 🇬🇧

PREVIOUS STUDIES

GCE Advanced Level (A-Level)

ABOUT ME

Hi there! I am one of the Customer Success Managers here at Unibuddy. ...

[Read more about Laura...](#)



Emma

Head of Business Development (UK)

[Chat with Emma](#)

I COME FROM

Oxford, UK 🇬🇧

PREVIOUS STUDIES

Degree of Bachelor of Arts

ABOUT ME

Hi there, I'm Emma and I've been Head of Business Development (UK) her...

[Read more about Emma...](#)

Connect · Belong · Succeed

We exist to connect students
with each other and to help
them make better decisions
about their future

74%

Want to interact with
current students

80%

Influenced
by peers



#1 The importance of real experiences

80%

of Internet surfers read
other's opinions or
comments

9/10
students

Consult a college/university
search review site when
researching where to study

86%

of online users say that
user-generated content is
a good indication of the
quality of a brand,
business or service

Student Ambassadors are:

- Brand advocates
- Student experience
- An authentic voice for their course, the university, higher education and student life
- An invaluable source of support in the recruitment cycle

Student Ambassador Best Practice Roundtable

1. Attracting Strong Student Ambassadors
2. Running Successful Student Ambassador Schemes
3. Effective use of Student Ambassadors
4. Motivating your Student Ambassadors
5. Student Ambassador Professional Development

The logo for unibuddy, featuring the word "unibuddy" in a white, lowercase, sans-serif font on a blue background.

Roundtable Discussion

Attracting strong Student Ambassadors

Recruitment and screening needn't be lengthy (job descriptions)

Shortlisting

Timeframe - enrolment week, advertising at freshers fayers, using existing ambassadors

Enthusiastic students who are confident and looking for opportunity to develop themselves

Roundtable Discussion

How do you run your Student Ambassador Schemes

Use of ambassador software or management tools

Use of CRM systems vs manual processes?

Capacity and time in teams can be a challenge - how could these resources be better used

Roundtable Discussion

Keeping Student Ambassadors motivated

Easy to assume that because they're chosen to be an ambassador they'll be naturally motivated

Professional development opportunities

Reward and incentivisation

Ambassador celebrations

Professionalism and sense of pride

Roundtable Discussion

When can Student Ambassadors be most effective?

Using their voice to talk about real experiences

When they undertake work that is relevant to them and excites them

Social channels and social media

Roundtable Discussion

Supporting Ambassador Development

Regular training opportunities

Support with career development

Cvs and references

Understanding Generation Z

Current students are your best marketing assets but are not easily accessible online

Gen Z is the most challenging generation we've connected with yet. To work with them and market to them we have to understand them

Your prospective students and your student ambassadors (with the exception of PG) are now of the same generation



The unique voice of Gen Z

- Connecting with Gen Z is an enormous challenge. They've been accused of having a short attention span, they don't check their email, they're distrusting of brands.
- They seek the opinions of their peers, influencers, and reviewers.
- Involve them in the conversation
- Connect with prospective and current students by connecting with their sense of humour - they communicate through emojis, GIFs and memes

71%

Want to interact with
current students

6%

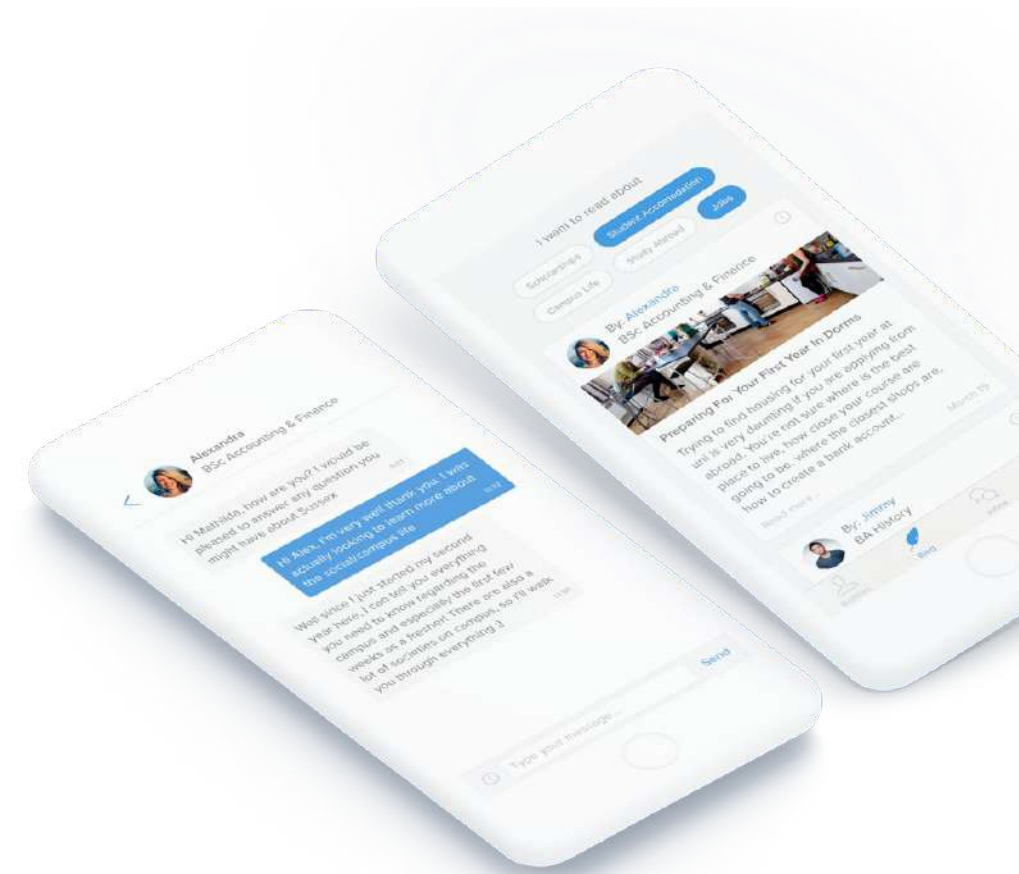
Emails



Conversational Marketing



- Consumers expect a higher level of service and interactivity. Less likely to pick up the phone or email more likely to talk to their peers.
- University websites have a lot of information to convey, and a lot of audiences to connect with.
- Universities in the digital age - abundance of information can sometimes be overwhelming. Organising and presenting in a logical way.
- **The human voice and opportunity to chat.** A chat bot is simply not enough



Interactivity and Personalisation

- Tomorrow's university students are vastly different from those before them.
- Digital content is what engages young people, but they are very savvy to glossy marketing and often lack trust in brands. They trust their peers.
- Highly targeted and segmented messaging that is authentic and personal is helping universities connect with their students - vlogs, blogs, user generated content, socials
- Young people still seek out more real connections.
- Nothing is more personal than a 1-1 connection

Insights

- How well do you understand the students that you're talking to? And how are you gathering those insights?
- Tracking ROI and the importance of understanding and analysing your data
- At Unibuddy, we've dedicated hundreds of hours to analysing student conversations to give you even more insights into what students care about.
- Segment prospective students into course, country of origin, level of study, stage of application and view the topics of their conversations.

Thank you

