Session Title:	**Creating Impact throughout the student journey**
Speaker(s):	**Jonny Atkinson-White, University of Liverpool** **Chris Gibson, Gecko**
Chair:	
Reporter:	**Hannah D'Mellow**

Speaker/Institution Bio/Information:	
Overview/Aim of session:	**Gecko and University of Liverpool are going to identify trends in comms, events, crm and student engagement. The session can focus on common challenges we have found in 2023 and what solutions came to tackle them, looking ahead at what types of activities and engagement opportunities are ahead of Higher Education professionals and facilitating a discussion on where our attendees can influence the discussion and add value. It'll be ideal for those new to marketing/events roles and for those who have some recruitment experience with varying responsibilities.**
Workshop Content	**Expectations of Students and Supporters:** Prior to covid, you will know that there used to be a set cycle of activity. Since Covid, things are changing and evolving all the time. There are resource links on the padlet about consumer behaviour and student insight. Conslusions are that personalisation and tailored information is still key, but as is the more old-fashioned in-person activity. Basically, students now want *everything* -online, in-person, website, social, video, events, etc. No one element is "king" – it just ALL needs to exist, and from an institution/marketing and recruitment team's point of view, probably with fewer resources than ever before. **Ripple effect** It's important that every impact you have has a ripple effect. It can't just be one point of contact, it needs to have follow up and to lead somewhere. Maximise the impact of each interaction. Consider activity split into three categories: ● Heroes ● Sidekicks

	● Supercharged Support
	Hero events are usually in—person, in order to have an experiential and personal impact.
	Sidekick activities/events provide supportive, informative, and engaging information. These deliver the information rather than the emotion.
	Supercharged support- activities and events follow up on that information.
	The key thing is that the hero, sidekick and supporting information should all be different, and should be providing a progression/a journey. Create multiple (optional) opportunities for prospective students to engage with you. The more you offer, in different styles and types: ● Increase likeliness of continual engagement ● Remove barriers to participation ● Encourage future continued interaction
	Insight from Gecko Email is still the main outgoing communication from institutions. Interestingly phone calls increased 84% this year to last year and SMS messaging decreased 32%. Events attendance has increased by 42%. There's a covid impact that's likely the cause of that – fewer online events this year = fewer text reminders, more in-person events being offered. Chat conversations were up 57.5% - students expect to see a chat bot on your website now.
Case Studies/Examples:	As an individual participant at conference, a reminder that we all also have our own ripple effect. If you hear about ideas, products, or materials, make sure you are connecting with your own teams within your own institution. It's very typical within institutions that marketing, recruitment, outreach, and events for example are all separate teams, which can make communication a struggle.
Scenarios/Roundtable discussions:	**Insights and thoughts from the group were captured on padlet – link on slides**
Questions and Answers:	

SummaryKey takeaways:	