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| Session Title: | Creating Impactful virtual events |
| Speaker(s): | Freddie, Jess and Megan |
| Chair: | |
| Reporter: | Alastair Harman (Anglia Ruskin University) |

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| Speaker/Institution Bio/Information: | Unifrog - https://www.unifrog.org/about |
| Overview/Aim of session: | Share best practice amongst colleagues and explore how to make virtual events impactful. |
| Workshop Content | <p>Introduced with overview of the services Unifrog offer to higher education institutions along with their reach in the school/college space.</p> <p>How do you feel about incorporating virtual events into your student recruitment strategy?</p> <p>The room chatted about the common issues surrounding virtual events, e.g., Low attendance, booking, tricky to segregate home and international students.</p> <p>This was then contrasted with the advantages which focused around further reach, potential ability to run more frequently due to less resources and taking away most cost issues for the students.</p> <p>(See presentation for full list of advantages and disadvantages identified by Unifrog)</p> <p>6 ways to improve online events:</p> <ol style="list-style-type: none"> 1. Spotlight academics to showcase the session content and work the students will see. 2. Participation perks, sometimes offering a certificate that they can use in the future encourages attendance. |

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| | <ol style="list-style-type: none"> 3. Link events with pressure points in the student cycle to make it more relatable to the audience at the time they are in their journey. 4. Use an innovative and easy to use platform to engage more stakeholders. 5. Build out the virtual experience, explore giving pre reading material and post webinar activities. 6. Explore opportunities of live streaming events on social media and live platforms |
| <p>Case Studies/Examples:</p> | <p>Success of online events hosted by Unifrog highlighted in presentation slides. – slides to be shared after conference</p> |
| <p>Scenarios/Roundtable discussions:</p> | <p>Each table ran independent discussion based on what has worked for them with online events.</p> <p>Key Points:</p> <ul style="list-style-type: none"> ● Using catchy event names and not just “generic Tasterday” ● Experimenting with event running times to maximize attendance. Room differed on option as to when was the best time, possible unique to institution. |
| <p>Questions and Answers:</p> | <p>Q: Unifrog platform not as impactful in Wales and Northern Ireland. A: Unifrog actively looking to grow in these regions.</p> <p>Q: Do students only use the platform in schools or at home as well? A: Students tend to use it more in school from Y7-Y13 but it is teacher led and teachers will set tasks on the platform to complete outside of school.</p> <p>Q: How do Unifrog engage with influencers? A: Active marketing communications with parents and teachers.</p> <p>Q: Do virtual events work better in school or after school hours? A: Based on Unifrog data, out of school events between 4pm and 6pm work the best.</p> <p>Q: What works to keep students engaged with virtual events? A: Yearly plan for events that is actively shared with careers advisors at the beginning of the year so they can plan this into students Unifrog plan.</p> |

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| SummaryKey takeaways: | Unifrog believe that online virtual events are with running with them running 45 successful events. Use unique titles for subject events, not just “generic subject taster day” |