

<b>Session Title:</b>	<b>Postgraduate Open Days: Can they work alongside UG?</b>
<b>Speaker(s):</b>	<b>Clair Brown &amp; Katie Marshall-Gamston</b>
<b>Chair:</b>	<b>Charlotte Coleman</b>
<b>Reporter:</b>	<b>Andrew Cooper</b>

<b>Speaker/Institution Bio/Information:</b>	<p><b>Clair Brown: Head of UK Student Recruitment and Outreach at Cardiff Metropolitan University</b></p> <p><b>Katie Marshall-Gamston: Student Recruitment Events Manager</b></p>
<b>Overview/Aim of session:</b>	<b>Explore can PG open days run at the same time as UG open days, in addition to additional ways to run PG events</b>
<b>Workshop Content</b>	<p>The session started with FaU data showing main age exploring PG is 30+, so different needs to UG students. When comparing what is available (talks and facilities) UG students often have a lot more, with PG wanting to speak to a tutor and see facilities. This initial conversation was followed by a case study (see below) and round table conversations.</p>
<b>Case Studies/Examples:</b>	<p>Cardiff Met ran additional sessions for PG students during a UG open day. It was felt that they were swallowed up and hard to identify amongst the UG students. For PG students atmosphere isn't as important and they didn't appreciate the younger audience.</p> <p><b>Feedback was:</b></p> <p><b>Academics – no course talk so hard to engage talks and made small numbers obvious compared to UG sessions.</b></p> <p><b>Organizers – Logistics difficult and doubled the amount of rooms required.</b></p> <p><b>Students – Felt it was a bolt on to UG event and wanted more course information</b></p> <p>It was felt it didn't work and the team had more PG awareness to plan future events, which focused on what do they want, how they want it and when. A series of events have been planned which is aimed at enquirer and applicants and ensures a full event calendar.</p>

<p><b>Scenarios/Roundtable discussions:</b></p>	<p>Round table conversations around the perfect PG offer, which included:</p> <ul style="list-style-type: none"> <li>Personalised tours</li> <li>1-1 meetings with tutors</li> <li>spaces in lectures</li> <li>pop up stands on campus</li> <li>Link professional bodies</li> <li>Team up with other unis (Look at Sheffield)</li> <li>Q&amp;A webinars</li> <li>External HE events</li> <li>Open evenings</li> </ul>
<p><b>Questions and Answers:</b></p>	<p>What other ways to support internal student?</p> <p>Shorter application form as we know their details (based off their student number). No personal statement needed (with some course exemptions). Means a quicker offer.</p>
<p><b>SummaryKey takeaways:</b></p>	<p>Running PG events during UG events don't seem to work.</p> <p>Students want access to academics and see facilities. They have been through university so don't need as much information as perspective UG students.</p> <p>Look at delivery methods to ensure students can always access information.</p>