



HELOA Professional Development Conference

We're all in this together: Developing hybrid and collaborative events in a post-covid sector and exploring the potential of Student Ambassadors

Thursday 11th November 2021, Crowne Plaza, Nottingham

9:30 **Registration and refreshments**

10:00 **Conference welcome**

10:15 **Student ambassadors- Recruitment, training and progression-** *Chantal Goldsworthy, The University of Gloucestershire*

This session will explore best practice in recruiting and training ambassadors to deliver successful outreach activities and consider how we can support ambassadors in continuous professional development and progression.

11:05 **refreshment break**

11:20 **Successful collaborative events**

12:10 **Summer Schools round table discussions**

12:25 **Lunch**

13:10 **Using ambassadors online (Speakers to be confirmed)**

This session will look at examples of how ambassadors can be used to engage with prospective students virtually and support your institution's social media presence.

14:00 **refreshment break**

14:15 **Hybrid and Holistic: Developing a new student Journey-** *Jonathon Atkinson, The University of Liverpool*

What does hybrid mean? How has, is and will it be used? How can technology help to increase our capacity? And who can help us realise true hybrid engagement?

In this session we will look at ways to combine the best of digital content with in-person engagement. We will map out a new student journey and discuss how hybrid events and outreach can result in complimentary and impactful engagement in virtual and physical environments

15:05 **Round table discussions**

15:30 **conference summary**

15:45 **Depart**

Programme details subject to change