

**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 **Creating a successful collaborative event: UNIfied-** *Gemma Roe & Jenny Lawton-Hunt*

The UNIfied HE Challenge Day was created jointly by Sheffield Hallam University (SHU) and The University of Sheffield (TUoS) in response to a gap in widening participation and outreach delivery for Y9 students and to display the benefits of HE and showcase the city of Sheffield. The activity's growing success can be attributed to effective and sustained collaborative work between both Higher Education Institutions.

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

12:40 **Lunch**

13:30 **The student is now the marketer: The seven steps to creating a student-to-student marketing strategy that sticks-** *Kyle Campbell***,** *Unibuddy*

The coronavirus pandemic propelled the world into a state of relentless change: The only constant is that things aren’t working the way they used to and the same is true for your marketing. It’s harder to stand out. It’s challenging to keep up with the unrelenting pace of technology. It feels impossible to create meaningful connections with prospects at scale.

Join Kyle Campbell, author of Unibuddy's 'The Chat' newsletter and 10-year higher education marketer, for a new lens where your best students can drive results for your university.

14:20  **Student Ambassador round table discussions**

14:50 **refreshment break**

15:05 **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

15:55 **Conference summary**

16:00 **Depart**