



September Training & Development Afternoon

Tuesday 15th September 2026 | 13:30-16:30 | Location: Microsoft Teams

[Click here to Join](#)

Meeting ID: 356 777 934 009 696
Passcode: 7J9EN6tW

13:30-13:45: Welcome and Key Updates, HELOA London Committee

13:45-14:45: Understanding the expectations of the 2027 cohort - Richard Nicholson, The Student Room

The promise of higher education hasn't changed for the 2027 cohort. Students still expect university to open doors, foster community and be a pathway to future success. What has changed is the environment in which those expectations are being tested. Drawing on the latest student conversations on The Student Room and emerging trends, this session will explore the gap between what students expected university to be, what they are experiencing, what they are now looking for from institutions, and how recruitment and marketing teams can respond. Finally, we'll look at how AI is changing the way students navigate higher education. Using Diggory, our AI university coach, we'll show how it helps students make confident, informed choices about where and what to study. The lesson here: AI works best when it builds trust, strengthens confidence, and connects students with the information, people and reassurance they actually need. Attendees will leave with practical insights to help shape messaging, recruitment activity and student engagement strategies for the years ahead.

14:45-15:00: Comfort break

15:00 - 15:45: Panel Discussion: 'Best practice for success at Fairs: making your conversations impactful'. - Oliver Johnson, UK Uni Search. Finn Jenkins, Student Recruitment Officer. 6th Form/College student (TBC)

During this Q&A panel, we will get to hear from all stakeholders of national fairs and their experience of how universities are successful in not just getting the scans but having long lasting impact that could make the difference in being 1 of 5 UCAS choices to being the firm or insurance choice. As well as top tips on how to be the event lead, coordinating staff and student ambassadors successfully and your input in making a meaningful impact in conversations with prospective students. We will also get to hear from a student going through their UCAS journey and what they want to see and hear from universities.

15:45-16:00: Comfort break

16:00-16:30: Breakout Room Discussions, HELOA London Committee

Topics will include (15 mins sessions):

- Launching London's Mentoring scheme
- Recruiting London Students: What Drives Them to Look Beyond Local Universities?
- Clearing and Enrolment - What, who, how, when, why?
- Effectively Communicating Student Life at your University