HELOA

Session Title:	Prospectus Plus: Students Expect more than just "Dear First Name"
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Chair:	Hilary Beck
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Speaker/Institution Bio/Information:	Nathan Monk – worked in sector for around 15 years. Follow him on LinkedIn!
Overview/Aim of session:	Think your marketing approach is personalised? This interactive quiz will put that to the test. We'll explore what personalisation really means to students today (beyond name tokens and course filters) and dig into the behavioural science behind what makes people feel seen. Using real data from Prospectus Plus, we'll separate the tactics that work from the ones that just tick boxes. Expect myth-busting moments, throwback examples, and a few curveball questions to challenge your assumptions. Using quiz / q&a live functions to gauge what delegate's knowledge is on technology throughout the ages.
Workshop Content	Appetite for change in personalization, but uncertainty to how to achieve that. PP earliest and most influential touch points in the students' journey. Students choose faster when information is tailored. Online prospectus grew 48% YoY. 89% of marketing leaders said that personalization is crucial to their business' success over the next 3 years. 93% of students expressed a preference for personalized content. Prospectus plus is using personalisation: ● Wayfinder - allows you to define a set of discovery questions for your audience and segment users quickly. ● Advanced personalisation – go deeper and individualise prospectus content to specific user interest.

	● Print on demand – provide personalised printed merchandise to prospects in real-time Quiz – questions and answers below

Case Studies/Examples:	Personalization in Uk university prospectuses (2025): 3.5% personalized.
	Live q&a: most chose that emails are the largest pieces that are personalised within their institution.
	
	QUIZ
	History of personalisation
	1970's
	   1. The first wide use of mail merge happened in the 1970's – **TRUE!**
	   2. What was the biggest limitation of 1970's/ 80's marketing personalisation? **Lack of data / computing power**
	1980's
	   1. Who created the first widely adopted modern frequent flyer program? **American Airlines**
	   2. What made 1980's database marketing an early form of personalisation?
	   3. The first CRM was introduced in 1987 – what was it called? **ACT!**
	1990's
	   1. Which companies introduced a loyalty scheme in the 90's? **Tesco, Boots, AMEX**
	   2. Which company said "if we have 10 million customers, we should have 10 million different storefronts? **Amazon**
	   3. the first web cookie was introduced in 1994 – **True!**
	2000's
	   1. which major development helped make personalised email at a scale a standard marketing practice? **Mainstream email tools introduced mail-merge**
	   2. what website popularised real-time website personalisation? **Amazon**
	2010's
	   1. what major shift in the 2010s transformed personalisation in online advertising? **Ads were targeted using individual behaviour and social media usage**
	   2. which 2010 development is a clear example of real-time, context-aware personalisation? **Uber adjusting matches, pricing and wait times using the users' live location**
	   3. what percentage of users are willing to hand over their personal data for a personalised experience? **83%**
	2020's

1. what percentage of UK students feel their institution successfully transitioned to digital during the pandemic? **64%**
2. how many sales on Amazon are driven by personalised recommendations? **35%**
3. what percentage of Spotify users engage with personalised features such as discover weekly? **80%**
4. which company doubled its digital direct sales to more than £21 billion through personalisation and data strategy? **Nike**
5. which type of data is becoming essential as third-party cookies are phased out? First-party and zero-party data
6. a 2025 study compared essays by pre-service teachers with essays generated by AI tools. What was the main finding? **AI essays outperformed human essays**
7. a European telecom company ran marketing campaigns using generative AI. What was the uplift in customer engagement compared with non-personalised content? **10%**
8. OOH technology now includes sophisticated eye and face tracking software. It can measure the time that you took to look at the advert, as well as? **Approximate your age, generate stats on gender**

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1. Which is more likely to be seen as "creepy" in HE? **Personalising based on inferred personal circumstances**
2. A student is more likely to ------ when they've received a personal message, rather than a generic one: **attend an event**
3. 90% of students found enquiry responses --------: **trustworthy**
4. ----- rated their interactions with advisers as "excellent" or "good": **96%**
5. Satisfaction with the information gathered at UCAS Discovery ------ after the event: **decreased**
6. What proportion of UK students say that their university currently provides a personalised experience tailored to their needs? **48%**
7. Most students prefer a highly personalised digital prospectus over a printed one: **true**
8. What was the dominant prospectus format in 2025? **PDF**
9. What percentage of UK students say their university uses outdated technology? **25%**
10. According to the PP 2025 prospectus study, what was the YOY growth in usage of digital prospectuses? **48%**
11. How many UK prospectuses are personalised to

	the reader? **3%**
Scenarios/Roundtable discussions:	N/A - quiz
Questions and Answers:	N/A
Summary Key takeaways:	**<u>Personalisation has become a baseline for credibility.</u>** **Personalisation is almost 50 years old! Recommendations almost 30 years old.** **A student is more likely to attend an event when they've received a personalised message than a generic one.** **Only 3% of UK prospectuses are personalised to the reader.** **Most students prefer a highly personalised digital prospectus over a printed one.**