



Professional Development Conference: 'Navigating the UK Postgraduate landscape'
Thursday 21st September, Park Plaza Nottingham 9.30-3.30

9.30am Refreshments

10.00am Welcome and introduction

10.05am Making Sense of Postgraduate Recruitment – What We Know and What Students Need- *Mark Bennett, Director (Audience and Editorial) FindAUniversity*

Postgraduate study is one of the most vibrant and exciting areas of higher education and an area where good marketing and recruitment work can make a real difference to access and participation. But getting to grips with this part of the sector can sometimes feel like undertaking a Masters or PhD in itself. This session will help give you the lay of the land and, just as importantly, show prospective students how to make their way across it. Using FindAUniversity's uniquely scaled PG data, Mark will identify the shifts in audience trends you need to be aware of and explore how prospective students are feeling about postgraduate study right now. We'll also look at some of the key issues in PG recruitment, including the complexity of domestic funding options, shifting study preferences and the impact of factors such as the ongoing cost of living crisis and upcoming international visa changes.

11am Refreshment break

11.10 pm Postgraduate Recruitment - knowing your target audience and working out how to reach them- *Ewan Fairweather, Postgraduate Recruitment Manager, University of Edinburgh & Simon Jenkins, Head of Student Recruitment and Admissions, Edge Hill University*

This session will explore the key target audiences for postgraduate recruitment, thinking about the type of tailored information they each need, and the most effective recruitment and marketing tactics that can be used to reach them. As many staff from within the sector will start in undergraduate focused roles before moving into postgraduate recruitment, the differences and similarities between recruitment activity at these study levels will be explored, with some top tips provided for anyone new to, or thinking of moving into, a postgraduate focused role.

12.10pm **Round table discussions**

Delegates will have the opportunity to speak with other professionals on a range of topics and share best practice related to postgraduate recruitment, outreach, events etc.

12.40 pm **Lunch**

1.10 pm **Funding postgraduate study: What are the options?** *Charlotte Brooks, PhD Researcher, University of Nottingham*

The session will provide an overview of the most common funding options for PGT and PGR study by explaining what support is available from student finance and from research councils. The session will provide an outline of the application process for postgraduate funding and advise you about where you can find out more about this process within your institutions. By the end of the session you should feel more confident about discussing postgraduate funding options with potential students.

2 pm **'Exploring EDI at PGR level in Higher Education: challenges and opportunities'** *George Gisborne, PGR Diversity Officer, Contextual Admissions & Dr Sally Osei-Appiah, PGR Diversity Lead for Student Success, University of Leeds*

This is an interactive session during which we will lead a discussion on addressing barriers to accessing, succeeding in and progressing from postgraduate research study for minoritized ethnic students, using the University of Leeds as a case study

2.45pm **Recruiting Postgraduate Taught Students: What works for us, what works for you?** *Andrew Cooper, Vice chair Membership and Engagement, Jamie Carbert & Jonny Parks, Lancaster University*

In this interactive session we will begin by reflecting on our own experiences of recruiting PGT students at Lancaster; including UG-PG progression, faculty focused international recruitment and taking a combined faculty approach for open days. This will be followed by a series of group discussions with the aim of sharing best practice and building a network of PG contacts across the sector.

3.30pm **Finish and close**