

Session Title:	Subject Focused, Student Driven
Speaker(s):	Gabriella Smith
Chair:	George Green
Reporter:	George Green

Speaker/Institution Bio/Information:	University of South Wales
Overview/Aim of session:	<p>Examining how to tailor content to different audiences, balance the academic and admissions input, and use data to evaluate success.</p> <p>Shared practical insights and ideas to take back to their own institutions, whether they're refining established events or starting something new.</p>
Workshop Content	<ul style="list-style-type: none"> - Importance of subject-specific recruitment events in influencing student choice - Role of events in building long-term relationships with teachers and advisers - Common pitfalls of recruitment events (e.g. too generic, unclear outcomes, low follow-up) - Tailoring event content for different audiences: <ul style="list-style-type: none"> • Prospective students • Teachers and advisers • Parents/carers <p>Balancing academic input vs admissions/marketing input</p> <ul style="list-style-type: none"> - Ensuring academics understand recruitment goals and messaging - Using interactive and experiential activities rather than lecture-style delivery - Aligning events with widening participation and access objectives <p>Using data and feedback to evaluate event success:</p> <ul style="list-style-type: none"> • Attendance vs conversion • Subject interest uplift • Teacher/adviser feedback <p>Continuous improvement: refining events based on outcomes and insight</p>

Case Studies/Examples:	See presentation
Scenarios/Roundtable discussions:	
Questions and Answers:	<p>How do you persuade academics to engage more fully in recruitment events?</p> <ul style="list-style-type: none"> - Common goals - Future students - Raising the profile of a certain career or subject less known in the school system <p>Do subject-specific events genuinely influence student choice?</p> <ul style="list-style-type: none"> - Yes, data from local schools saw an uptick in applications
Summary/Key takeaways:	