



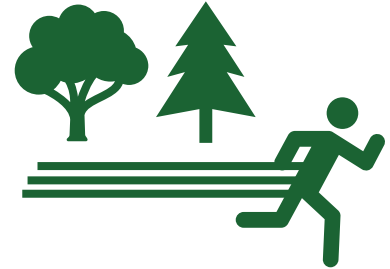
Engaging schools and colleges

The power of language before your event and effective presentation skills during it

Jon Cheek and Simon Fairbanks



Jon and Simon



A quick quiz

Answer Yes or No to the following questions.
Keep a record of your number of Yes answers
and you'll end up with a score from 0 to 10



Answer yes or no

Do you panic when you get lost?

Do you fold the sheets in your linen closet?

Are you typically on time when meeting friends?

Do you create an itinerary before going on holiday?

Do you read your book purchases in order?

Answer yes or no

Is your bookshelf in alphabetical order?

Do you write a list before you go food shopping?

Do you research the menu before visiting a restaurant?

Is your sock drawer categorised by colour?

Would you describe the inside of your car as tidy?

The engagement spectrum

How many times did you answer yes?



Engaging with your head

Engaging with your heart



0 1 2 3 4 5 6 7 8 9 10



Head or heart



**Engaging
with your head**

- Iterative
- Structural
- Technical
- Analytical
- Methodical



**Engaging
with your heart**

- Playful
- Instinctive
- Emotional
- Improvised
- Empathetic

Your heart belongs in the classroom

**Confidence, charisma, connectivity
will help you engage and inspire
the students of tomorrow**



**...but how do
you get into
the classroom?**





I gotta be in the
classroom where it
happens



‘The Room Where It Happens’
Hamilton

The plan

1

How to enter
the classroom



2

How to engage
the classroom



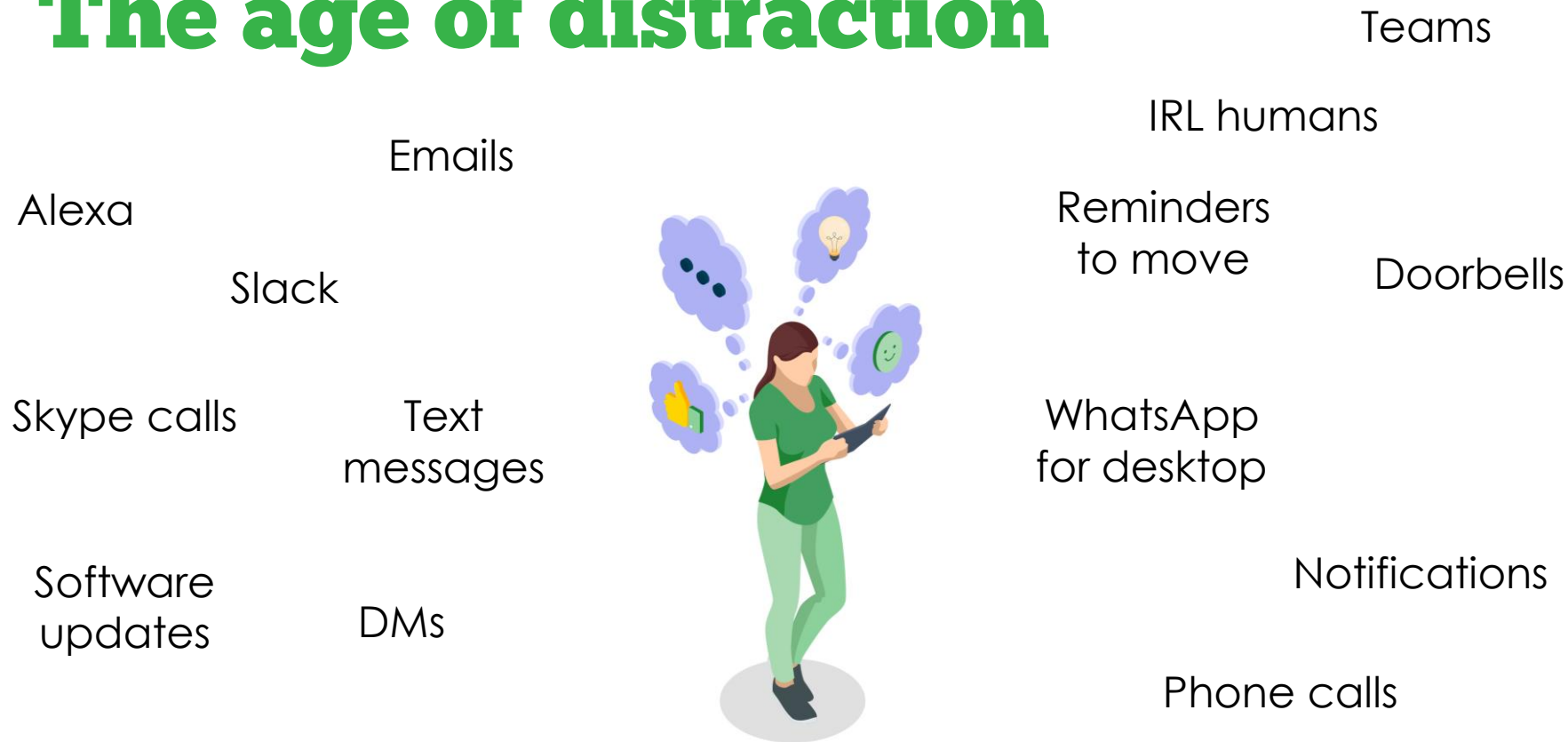


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**Teachers
don't read
bad emails**

CRM professionals

The age of distraction





We're living in
a culture that is
constantly pouring
itching powder on
us all the time



Johann Hari
Author of *Stolen Focus*



Let's send helpful, inclusive, kind emails

Because writing good emails doesn't
just benefit our analytics and stats...
it also benefits our teachers

Writing emails that are opened

Standing out in a crowded inbox is a challenge. We only have control over three assets to get their attention...



open

1

The big three



Sent from

Your moment to build trust and understanding by clarifying who is sending the email



Subject line

Your opportunity to hook your teachers with a promise of the actions and/or content found within

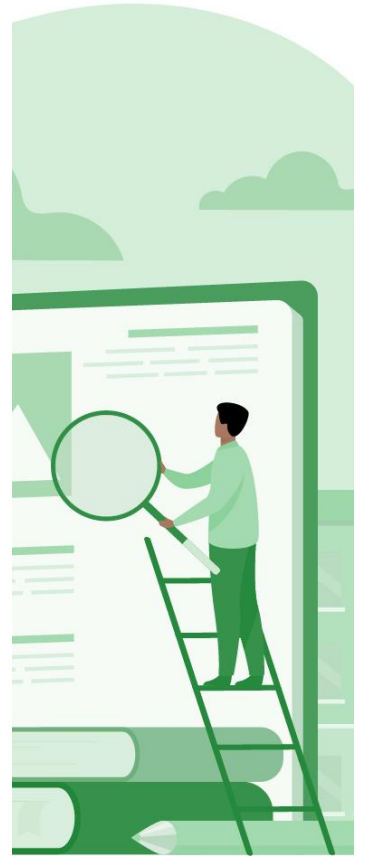


Preview text

Your bonus subject line to add further detail, a second topic, or an alternative approach

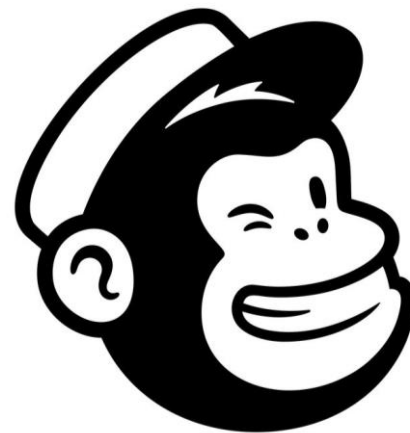
Subject line best practice

- Favour short, simple words
- Begin with a verb to inspire action
- Talk directly to them: “you” and “your”
- Use dates and deadlines to inspire urgency
- Ask questions: we instinctively look for questions



Subject line best practice

- Be specific and descriptive
- Try personalisation with merge tags
- Keep it short: 9 words, 60 characters
- Use no more than 3 punctuation marks
- Consider a single emoji, but be careful of...

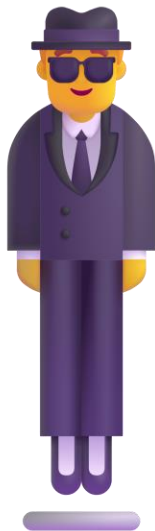


Emojiguity

- Emojis are small
- Emojis are not easy to distinguish
- Their design varies across platforms
- Interpretations vary between audiences
- Their official description might surprise you...



Guess the emoji



Person in
suit levitating:
medium-light
skin tone



Quirky and intriguing subject lines can be earned

They work better for long-read
newsletters rather than CTA emails,
but you need to establish trust first

Writing emails that are read

Our audiences skim and scan emails, often with only seconds to spare, so a high level of readability is essential

Readability is accessibility

- 1 billion people have a vision impairment
- 700 million people experience dyslexia
- 200 million people have an intellectual disability (IQ below 75)
- 36% of adults rarely, or never, read for pleasure in the UK
- 1 in 12 men and 1 in 200 women have colour vision deficiency
- Most people don't speak English as their primary language



Readability helps us all

**100% of people can be stressed,
tired, busy, distracted, in a hurry**

Plain English

Use simple, high frequency words

Don't say

Utilise

Commence

Purchase

Endeavor

Alumni

Say

Use

Start

Buy

Try

Graduates

Readability is creativity

- Do what you can't
- Think different
- Belong anywhere
- Rest in power
- Every little helps
- I'm lovin' it
- Let's go places
- Just do it
- Yes, we can
- Me too



Writing emails that are actioned

They've opened, they're reading...
But how do we get them to
push our buttons?

First line, only line

Treat every first line like the only line

This means your first line should “make the ask”



Would you like to bring your class to our open day on 17 January?



It can be hard to choose where to study. There are lots of factors to consider... [Four paragraphs of context later] For this reason, we host a variety of open days to allow your students to visit campus.

Know your email



Single action

- Do something
- Task
- Practical
- Functional
- Standalone
- Keeping momentum
- Success is measurable



Newsletter

- Learn something
- Information
- Emotional
- Inspirational
- Part of a series
- Keeping interest
- Success is (often) intangible

Adapt your email



Single action

- Inspire action
- Instructions
- Single button
- Written with care
- Few (or no) images
- From the university
- Specific subject line



Newsletter

- Inspire loyalty
- Stories
- Several (or no) buttons
- Written with flair
- Several images
- From a person?
- Compelling subject line



Let's send helpful, inclusive, kind emails

Together, you can inspire teachers to
engage with your outreach activities
and better support their students

We're in... now what?

1

How to enter
the classroom



2

How to engage
the classroom



The challenge

How do we engage and inspire a classroom full of young people... when we have less than an hour?



The bigger challenge

Your audience might not be feeling their best self either

- Tired
- Bored
- Lonely
- Hungry
- Anxious
- Overlooked
- Hurt
- Lost
- Angry
- Scared
- Confused
- Uncomfortable



The Fish Theory

What does a visit to a public fish market have to do with engaging a classroom of young people?



The Fish Theory (slightly adapted)



Be fully
present



Choose
your attitude



Make
their day



Find
the fun



Learn by doing (and playing)

Activities and games allow people to learn through interaction. They are also fun and engaging. For instance...



Why university?



A quick challenge... Why do students go to university? Working in pairs or on your own, how many reasons can you think of?

3 minutes

Reasons to consider university

To earn
more money

To live
independently

To make your
family proud

To fulfill a
career need

To try
new things

To study
your passion

To develop
life skills

To meet
new people

To travel
the world

To discover
a new subject

To make your
friends proud

To delay
the real world

Memory test = active recall



Draw the previous slide from memory.

How many of the 12 reasons can you remember?

A bonus point if you get the locations correct!

Reasons to consider university

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Takeaways

1. Subject lines (and preview text) are critical
2. Readable is essential
3. First line, only line
4. Know your email
5. Empathise



Think about fish

This year is HELOA's 35th anniversary...
in wedding celebration terms, this is
their Coral Anniversary!



Th@nk you

Questions, comments, ideas,
suggestions, criticisms, stories,
applause, standing ovation,
LinkedIn connection requests

