

Session Title:	A Year-View Mirror for Postgraduate Study – What can 2021 tell us about 2022?
Speaker(s):	Dr Mark Bennett (Find a University)
Chair:	Jen Barton and Jack Clare
Reporter:	Mari Higginbotham (M.Higginbotham@hw.ac.uk)

Speaker/Institution Bio/Information:	<p>Dr Mark Bennett, Director (Audience and Editorial) Find a University</p> <p>Mark has responsibility for our B2C information and advice resources and our B2B insight within his role. He sits at the intersection between the student audience and university partners, helping us help them help each other.</p>
Overview/Aim of session:	<p>To gauge the pulse of current PG Recruitment to UK universities of Home and International students. To identify any trends and consider the impact the pandemic may have had on this market.</p>
Workshop Content	<p>15 minute video presentation from Mark (available to view) followed by a roundtable discussion.</p>
Case Studies/Examples:	
Scenarios/Roundtable discussions:	<p>When is the best time to host events?</p> <p>Many universities host events all year round. International audiences engage earlier on the whole. November and February are popular. Concerns that virtual events make it difficult to separate home recruitment from international recruitment. Often discussions become very scholarship and visa focused which can be very market specific.</p>

	<p>What conversion activities do you offer?</p> <p>Conversion activities need to span a large portion of the year as there is no clear timeline compared to undergraduate. Campus visit opportunities, skype meetings with programme leaders and webinars (e.g. accommodation, funding etc). Email communications are all the more important at postgraduate as a form of communication.</p> <p>How do you convert your UG to PG?</p> <ul style="list-style-type: none"> -Events targeted to this market such as drop-in sessions (on-campus) -easier admissions process (guaranteed acceptance on to PG course for UGs who achieve required grades) -engaging teaching staff to encourage UG students to consider PG study
<p>Questions and Answers:</p>	<p>No questions were received by the chair to pass on to Mark.</p>
<p>SummaryKey takeaways:</p>	<p>Current undergraduates are unaware of funding available for PG programmes. Postgraduate study in the UK has become more popular for overseas students. Overseas students are keen to study on-campus, home students are looking for a more hybrid offering. We are likely to see an increased demand for upskilling in the next few years too.</p>