HELOA

Session Title:	**Hybrid and Holistic: a New Student Journey**
Speaker(s):	**Jonny Atkinson – Hybrid Delivery Manager**
Chair:	**Jonny Atkinson**
Reporter:	**Andy Jackson**

Speaker/Institution Bio/Information:	Jonny Atkinson Hybrid Delivery Manager University of Liverpool
Overview/Aim of session:	Retain the best of what was learned during the pandemic, how to apply it to your institution and move beyond webinars. - Hybrid Events - Hybrid Engagement - Hybrid Education
Workshop Content	Pick something you are passionate about and be selective about what you dive forwards. Focus less on the "event" and more on they journey and how hybrid activity can continue the conversation and maximize the longer term impact of a single physical interaction. Important to keep things moving and driving the innovation of the past two years going. Be realistic, start small and grow, start with areas you can control (e.g. IAG, support talks) Comms is the key, and having a functional CRM system to allow for easy interaction and booking. Change the dialogue, rather than " you must send us this by this deadline", "if you send us changes less that X amount of time ahead of an event, we can't guarantee we'll be able to include it." Don't be afraid to innovate, or change a plan if it isn't working well Share information about what is working with stakeholders Understand your internal audiences – what matters to them and when will they have time to think about things Help people understand why online/hybrid still has a place in the event mix and what it could be in the future
Case Studies/Examples:	The presentation was a case study – see slides
Scenarios/Roundtable discussions:	N/A
Questions and Answers:	Are people being given more resource to do more, or being asked to run more with less. – most people being asked to do more with less. Do other unis have a specific person to focus on hybrid – no this is unusual
Summary Key takeaways:	Pick something you are passionate about and be selective about what you dive forwards. Start small, show impact and grow Change how you communicate to bring people on board