

Session Title:	Open Days – If we must
Speaker(s):	Aleiah Potter, Nyloa Stewart, Steffi Battimelli
Chair:	Steph
Reporter:	Andy Jackson

Speaker/Institution Bio/Information:	Aleiah Potter – Events Manager Nyloa Stewart - SRO Steffi Battimelli – Student Recruitment Officer
Overview/Aim of session:	How the teams fit together The Open Days Project Wider Uni Events
Workshop Content	Structure of the team and how it works (See slide) History of the project, investment to develop, merging teams and restructuring, Recruitment – content (Head of, two managers, events manager, two events officers – core team) 2500 students attending, 4 per event 2 June, 2 October Events – logistics Staff do work on additional events in addition to ODs Using academics who are passionate as advocates to showcase what they do and why it works Investing in staff and students, collecting intelligence and acting on it Not a one size fits all approach – very much needs to be tailored Clear and tailored communication is essential to getting buyin Number and dates of events should be tailored to your data, don't follow the crowd for the sake of it Some welcome talks delivered by students
Case Studies/Examples:	N/A
Scenarios/Roundtable discussions:	N/A
Questions and Answers:	Do you pay societies, yes the individuals are paid How do you manage your ambassadors (to room) – range of answers but common theme seems to be that these are paid roles
Summary Key takeaways:	Look at your data, what is it telling you about your events Understand what you need in terms of resource, it's not always just more more more Communicate clearly to stakeholders Tailor your events to showcase your institutions strengths