

Session Title:	Why Open Days will be three days long: a look at the hybrid future
Speaker(s):	Tom Greveson, Revolution Viewing Carla Banks, UCLan
Chair:	Andy Cotterill
Reporter:	Ali Clark

Speaker/Institution Bio/Information:	<p>Tom Greveson is CEO of Revolution Viewing. Revolution Viewing was founded in 2004 as a visual content and technology business. RV works closely with its university partners.</p> <p>Carla Banks is Senior Marketing Manager at UCLan (University of Central Lancashire). UCLan have used Vepple and Carla shared their experience of using the platform.</p>
Overview/Aim of session:	<p>Some forward-thinking universities have started successfully extending their campus events to an online audience before and after, maximising their opportunity to reach and engage with prospective students.</p> <p>This session explored this new trend, how it is working for the universities who are doing it, and why a hybrid approach should be an essential part of university marketing strategy going forward.</p> <p>Data from real university websites would be considered before and after physical events, lifting the lid on user behaviour and illustrating how to ensure you can serve your website visitors the right content at the right time.</p> <p>Best practice ideas combining the strengths of on and offline student recruitment activity would be outlined, along with up-to-the-minute insights into user behaviour online before and after recent Open Days.</p>

Workshop Content	<p>Tom Greveson introduced ‘Vepple’, Revolution Viewing’s new product, which is designed, built and operated by RV.</p> <p>When a user personalises their own experience, they are 2.5 x more likely to click on one of the main CTAs.</p> <p>The workshop would cover:</p> <ul style="list-style-type: none"> • Trend of events • Open Day analysis • UCLan virtual experience • Actions to take home <p>Trend of longer events and the confusion over what hybrid events are. Tom outlined the wedding analogy – a wedding in the 1970s was never ‘a whole weekend affair’. Now many weddings have become an extended experience – Friday is the anticipation, Saturday is the wedding, and Sunday is the reflection.</p>
Case Studies/Examples:	<p>UCLan’s virtual experience is actually Vepple, but looks like UCLan branding. Although more filters can be applied, UCLan personalise based on 2 choices.</p> <p>How UCLan utilise Vepple platform as a wrap-around:</p> <p>This has allowed for the transition from virtual open days to an ‘always on experience’.</p> <p>Using Vepple they:</p> <ul style="list-style-type: none"> • Pushed people through direct emails to explore student life • In-person experience supported by social media. This included students filming round the event creating FOMO • Vepple then used as a follow up – ‘sorry we missed you.....’ <p>Looking at 2022, 12 month average session times:</p> <ul style="list-style-type: none"> • Visitors spent an average of 6 minutes and 29 seconds on the Vepple site • This compared with 3 minutes and 43 seconds on UCLan’s own website <p>Research indicated that course information was better placed on the website, however more general information seemed to be more effect pushed out through Vepple. Vepple seemed to act as more of an immersive experience.</p> <p>Using Vepple has allowed them to enhance their</p>

	<p>content through:</p> <ul style="list-style-type: none"> • Day in the life guided tours for each subject • Guided tour of Preston city centre • 360 guided tours for each of their campuses • Chat to students via Unibuddy (have students from most subject areas) <p>In the past UClan had run in-person guided tours of Preston as part of Open Days, but hardly anyone signed up.</p> <p>Accommodation was one of the most viewed pages on Vepple (58%).</p>
Scenarios/Roundtable discussions:	<p>Revolution Viewing had conducted analysis from 2 virtual experiences powered by Vepple – a Post-92 university and a Russell Group university.</p> <p>Neither institution had actively promoted the experience, and as results were similar, Tom focused on the Post-92 results.</p> <p>Seems to be more interest in content around the campus and accommodation versus subjects. Many are looking to support their experience when on campus.</p> <p>There was high usage on the day of the event up to 11pm on accommodation. Focus on student life spiked the day after the event.</p>
Questions and Answers:	<p>Do RV film the videos used in Vepple? Tom answered it varies – can be filmed at their studio or on campus.</p> <p>How do you decide what content to include? Carla answered you would liaise with RV and refer to your content strategy.</p> <p>How does Vepple talk to other CRMs? There is an API – data can be called down. The API is accessible as aware many universities outsource to other parties.</p>
SummaryKey takeaways:	<p>If anyone wants access to the slides, or to set up a demonstration of Vepple with Revolution Viewing – please email hello@revolutionviewing.com</p> <ul style="list-style-type: none"> • Day prior to event (or sooner), push attendees to a map with interactive content • QR codes could be used to push users to interactive content (this is especially helpful if spaces are unavailable in person) • Digital content accessible from map using GPS

	<ul style="list-style-type: none">• Post-Open Day campaigns – ensure a workflow for attendees and non-attendees• Have on-demand content• Student life is of particular interest. Send a timely reminder of the great time they have had
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