

## HELOA Workshop

Creating impactful  
virtual events

## WELCOME AND SESSION GOALS

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### Session aims:

**Explore the value** virtual events can continue to bring to student recruitment in 2024

Discuss and share **best practice** for virtual events with colleagues from across the sector

Learn **new strategies** for maximising the impact of virtual events with real examples

# Unifrog is the universal destinations platform.

We help school students find the best opportunity for them and create strong applications to boost their chances of success. At the same time, we help teachers and counselors provide the best support possible.



**2,700+**

UK schools and  
colleges



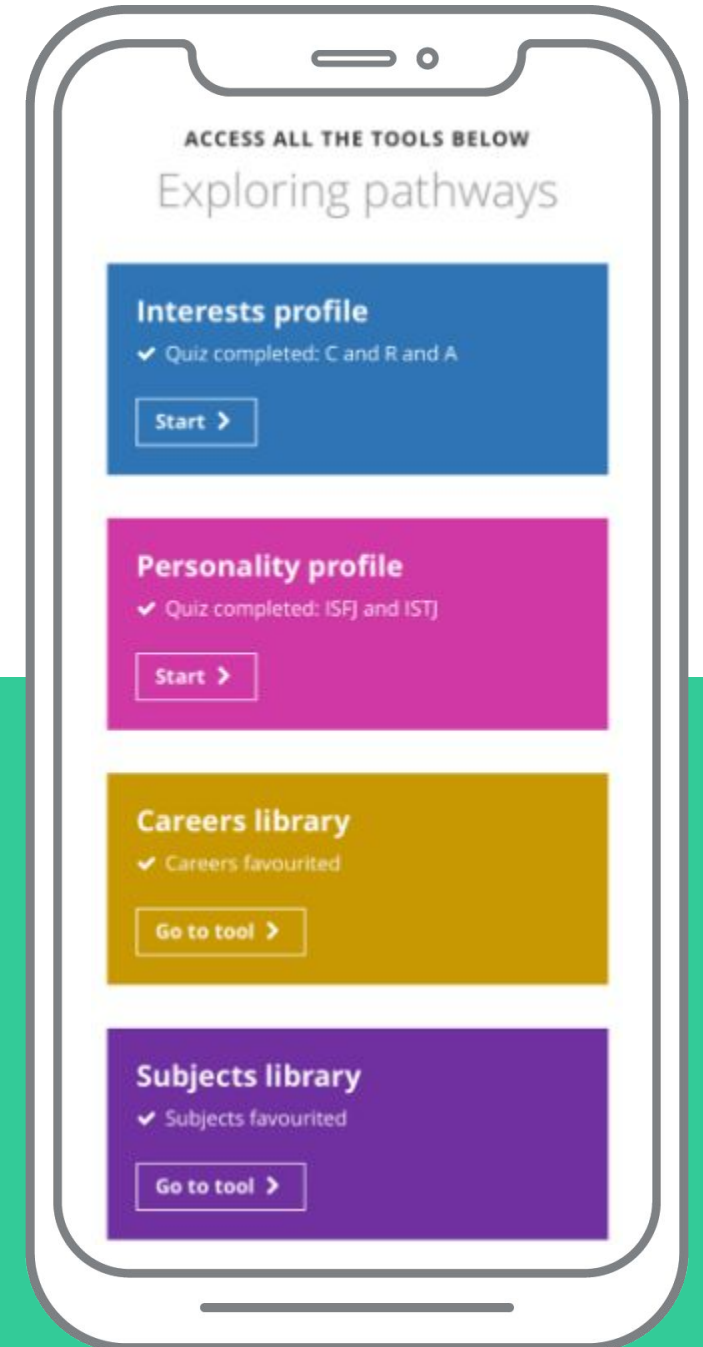
**100+**

countries around  
the world



**1.7 million**

unique active  
student users

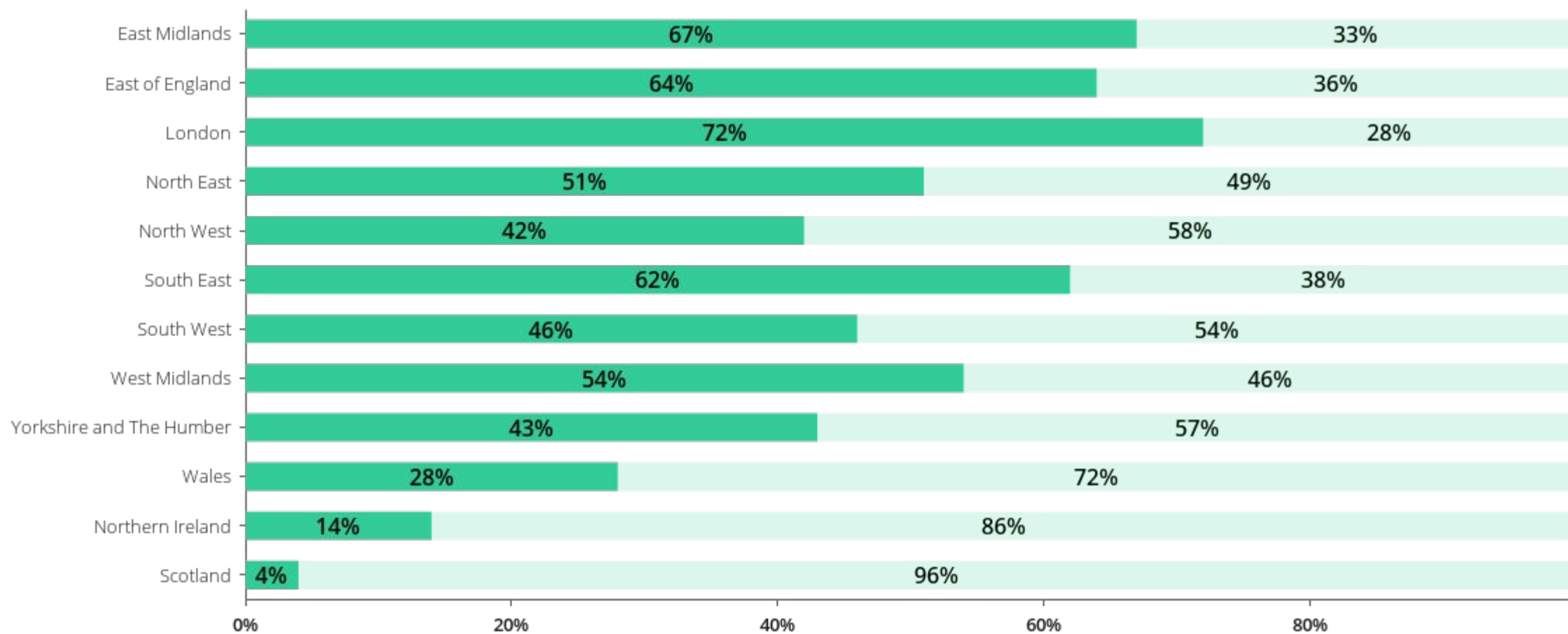


## OUR REACH WITHIN THE UK



# 2,700+

SCHOOLS/COLLEGES IN THE UK

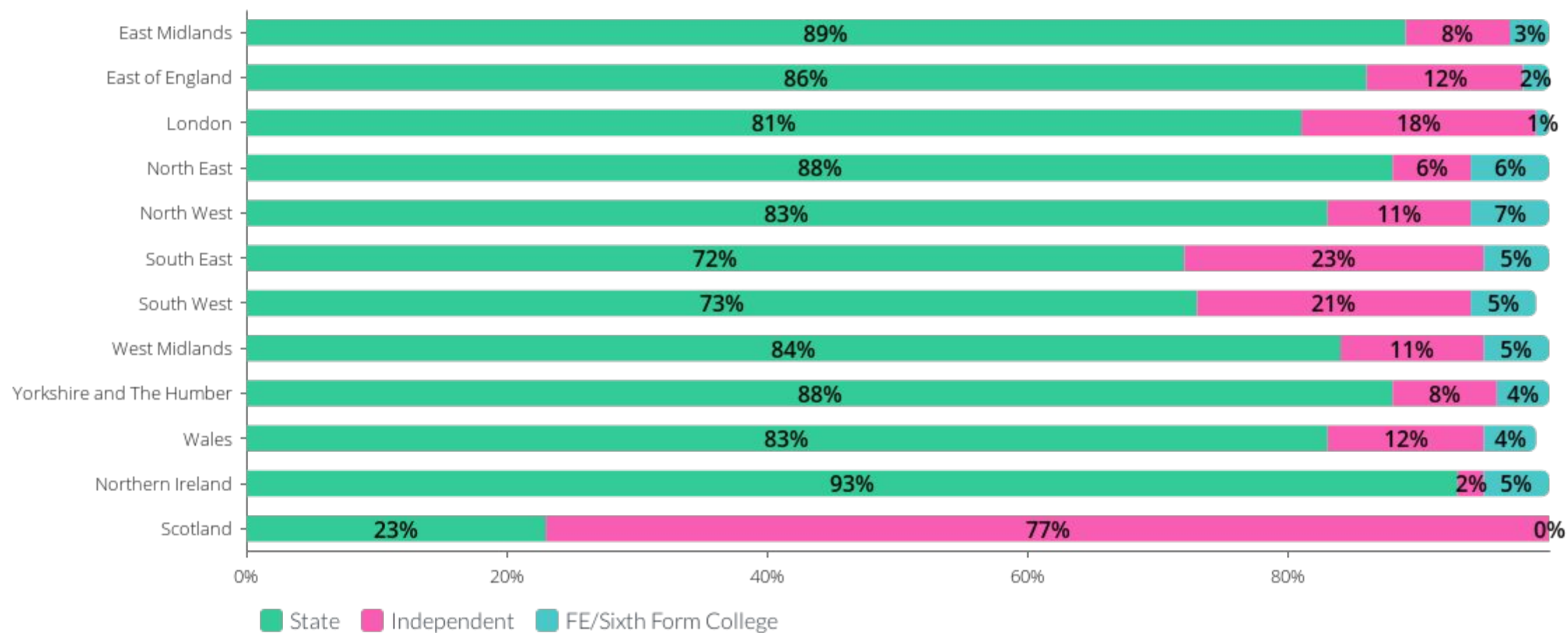


## OUR REACH WITHIN THE UK



# 60%

OF ALL STATE SCHOOLS IN ENGLAND





## UNIFROG HOSTED EVENTS

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We run termly webinars, fairs, networking events to support with:

- ✓ **UK recruitment & WP**
  - Subject tasters
  - Application masterclasses
  - University information sessions
  - Pre-16 support and awareness
- ✓ **International recruitment**
  - Global university fairs
  - Counselor networking events



## UNIVERSITY HOSTED EVENTS

We also support you to boost your event sign ups and build awareness.

We **promote** your upcoming events by **matching** them to specific groups of students using Unifrog based on:



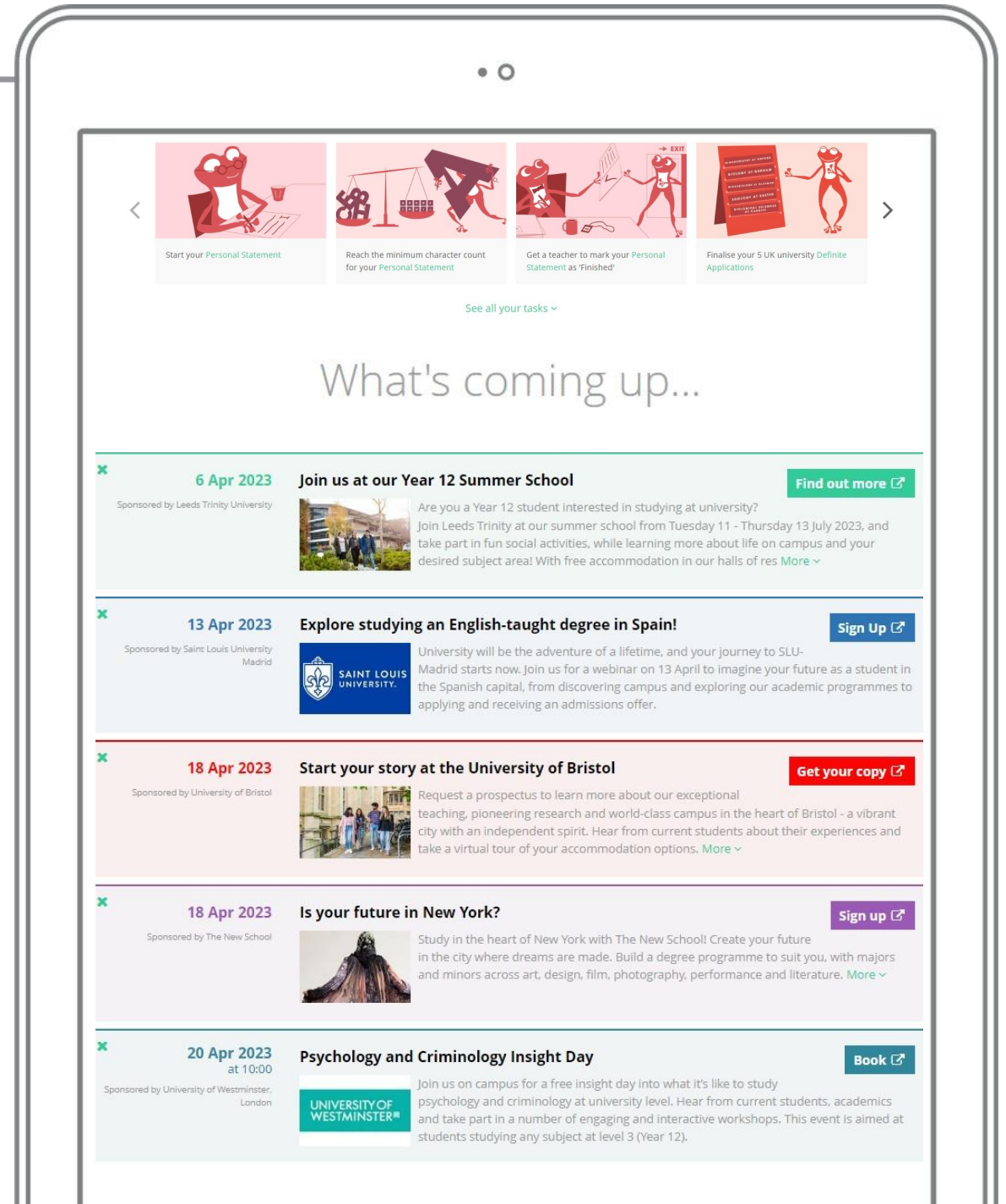
### ○ Students' interests:

- Shortlisted courses, subjects, universities
- Shortlisted apprenticeships, career profiles



### ○ Your strategic priorities:

- Local authority, region, country
- Predicted grades
- Gender, age, IMD/POLAR 4
- School type





slido



How would you describe your feelings about virtual student recruitment events in one word?

ⓘ Start presenting to display the poll results on this slide.



# Over to you

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How do you feel about incorporating virtual events into your recruitment strategy?

What are the advantages / disadvantages?

(5 mins)

## ARE VIRTUAL EVENTS STILL RELEVANT?

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### Potential downsides:

- ❌ Lack of equal access to devices
- ❌ More traditional academics often prefer in-person
- ❌ Can be harder to build rapport with students
- ❌ Can lack the impact of in-person events
- ❌ Technical issues
- ❌ More challenging to incorporate interactivity





## ARE VIRTUAL EVENTS STILL RELEVANT?

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### Upsides:

- ✓ Expanded geographical reach
- ✓ Young people are already doing research online
- ✓ Can offer tailored events for specific groups
- ✓ Cost effective
- ✓ Environmentally friendly
- ✓ Opportunity to leverage your best academics and student ambassadors
- ✓ Less time and resource intensive

“Congratulations on an absolutely outstanding event!

Significantly better than the traditional in-person, walk-round-tables events.

Having experienced this, it is so good it is not worth recommending anything else to students.”

Janet Barrow, Universities and Careers Advisor, La Côte International School Aubonne



“ Thank you for the opportunity. I really enjoyed the fair and was very happy to hear lots of useful information and getting in touch with lots of universities at once.”

“ Gemma from Queen Margaret University helped me with a broader insight into business studies and useful skills.”

UK student feedback on our Next Steps Virtual Fair in March 2023

## UNIFROG INSIGHT – ARE VIRTUAL EVENTS STILL RELEVANT?

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# 45

**webinars hosted on Unifrog  
from September - December 2023**



**12,000**

student webinar  
sign ups



**30%**

average  
attendance rate



**72**

average number of  
leads per university

## UNIFROG INSIGHT – ARE VIRTUAL EVENTS STILL RELEVANT?

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Understanding black holes with the  
University of Leicester

**519 registrations**  
**35% live attendance**



Making a lasting impact:  
careers in healthcare

**947 registrations**  
**32% live attendance**



Paving the way to  
successful law careers

**723 registrations**  
**25% live attendance**



Tech trailblazers:  
discover your future in tech

**348 registrations**  
**27% live attendance**



# Over to you

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What more could your university be doing to take advantage of virtual events?

Can you think of any ways that your university could be more innovative?

(5 mins)



# UNIFROG INSIGHT – STRATEGIES FOR VIRTUAL EVENTS

# 6

**different ways to approach  
virtual events - with examples!**

**Content**

**Marketing**

**Platforms**

**Format**



## 1) ACADEMIC-LED WEBINARS

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**Spotlight your academics: in live sessions or by repurposing public engagement lectures.**

### Free Crime, Policing and Society online talks

**Sign up** 



These online academic talks focus on different areas of criminology, policing and sociology and provide the opportunity for students to learn more about studying these topics at university. Each talk will be led by a University of Huddersfield academic. Visit our website for the full list of talks, dates and to sign up.

**466**  
unique clicks

**2.61%**  
click-through rate

### Interested in childhood psychology? Join this academic taster session with Dr Janet Rose

**Register** 



Have you ever wondered how to support children with their emotions? Emotion coaching is an evidence-based strategy used by early years practitioners to help children understand their emotions and behaviours. We'll explore self-regulation and emotion coaching in a virtual taster session on 9 November, 6-7pm. Led by Norland Principal Dr Janet Rose and graduate Hannah, you'll learn something new and get to sample our BA (Hons) Early Childhood Education and Care degree and Norland Diploma course.

**274**  
unique clicks

**2.48%**  
click-through rate

## 2) PARTICIPATION PERKS

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**Offer students a reward for taking part in your event.**

**Earn a certificate from the University of Manchester whilst learning about sustainability innovation!**

[Find out more](#)



Scientists and engineers at The University of Manchester are leading the way we build and sustain our planet, putting them right at the forefront of innovation. Join them in one of our sustainability lectures. These lectures explore how we can all futureproof our planet and tackle today's sustainability challenges with a research-led and interactive approach that provokes thought, conversation, and action. Join the lecture series and receive a certificate from The University of Manchester to showcase your commitment to futureproofing your planet.

**266**

**unique clicks**

**1.38%**

**click-through rate**

**Attend our summer school to receive a conditional university offer**

[Find out more](#)



Are you interested in learning more about university from the comfort of home this summer? Apply for a place at our free week-long online International Summer School. Find out what it is like to live and study at the University of Bath, take part in academic activities, get tips on the application process, and speak with current students. If you complete the International Summer School, including the sessions and activities that are included, you will be guaranteed to receive an offer for a place to study at Bath. Apply by 31 May!

**231**

**unique clicks**

**2.63%**

**click-through rate**



### 3) RIGHT PLACE, RIGHT TIME

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**Tap into student issues and capitalise on high traffic / pressure periods.**

#### Choosing your university course; where do you start?!

[Book your spot](#)

UNIVERSITY OF  
WESTMINSTER

With over 40,000 undergraduate courses to choose from, deciding which subject is right for you can be a difficult task. This webinar will provide you with practical advice on how to choose the right course for you and which resources are available to help you with this process. Not sure what the difference is between BHons and BSc? We will cover different types of degree and course content, what previous skills and academic experience you need to embark on a degree and the many different subject options available to choose from. Choosing the right course is an important first step in the application process, as finding the right programme for you will mean you achieve your best in your time at university. Join us for support in making that first step successfully!

**229**

**unique clicks**

**1.17%**

**click-through rate**

#### Writing A Standout Personal Statement Webinar

[Register](#)



Make your UCAS application stand out in our free webinar. Receive top tips that you need to filling in a compelling application form. In the webinar you will learn: the must haves to include, myths vs the reality of applying to university, the ABC of personal statements, what to avoid, do's and don'ts when writing, how to structure for success, and a template to guide you through the process easily. Get your questions answered by the experts so you can feel confident in filling out your application.

**616**

**unique clicks**

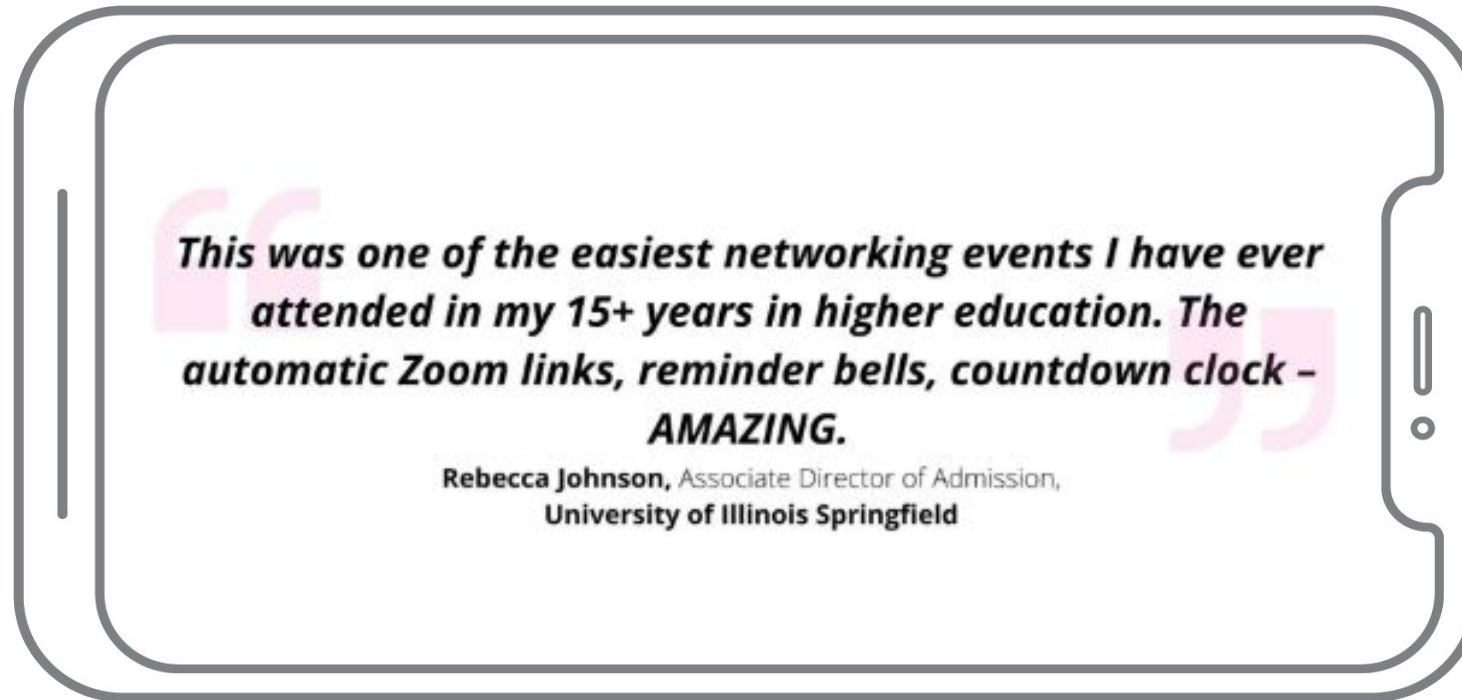
**1.45%**

**click-through rate**



#### 4) TRY SOMETHING NEW

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**Utilise innovative platforms to facilitate more interaction with attendees.**

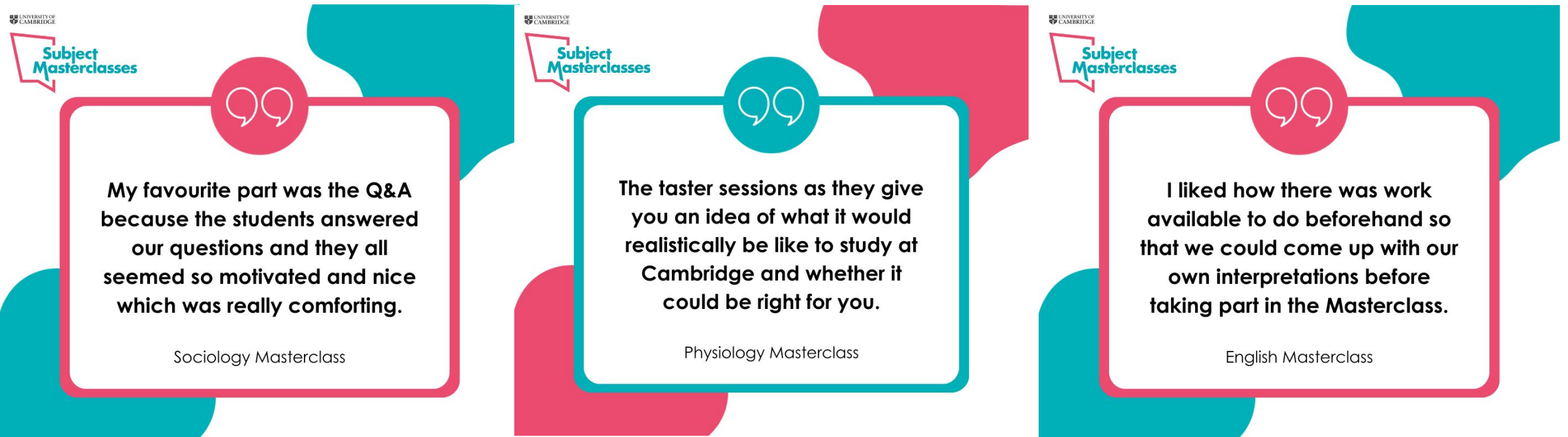


## 5) DEVELOP WEBINARS INTO VIRTUAL EXPERIENCES

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**Build out a virtual experience to boost engagement.**

University of Cambridge's Virtual Subject Masterclasses – blending pre-reading, taster lectures, interactive polls and Q&As with current students and academics.



## 6) COMING TO YOU, LIVE!

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Could livestreaming be the future of virtual events?

**TikTok**

**WhatNot**

**Authenticity**

**Collaboration**

**Student Creators**



## PRACTICAL TIPS

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- ✓ Get your academics involved where possible - including co-opting their work with other teams
- ✓ Offer perks to students for participating
- ✓ Position yourself in the right place, at the right time
- ✓ Try out different virtual platforms
- ✓ Build out webinars into virtual experiences
- ✓ Communicate authentically with livestreams





## HOW CAN UNIFROG SUPPORT YOU?

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- Upcoming Unifrog virtual events - with a focus on international students, WP, and recruitment
- Deliver your own subject taster webinar
- Promote your events in different places on the Unifrog platform
- Take advantage of a Matching consultation with Megan
- Use Unifrog data and insights (eg. timing, what will resonate with target audience)



HELOA Conference 2023



unifrog

# HELOA Drinks Reception with Unifrog!

Thursday 11 January, 18:30

*Doors open for the Awards and Gala Dinner at 19:00*

# Over to you

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Any questions?