

**Sheffield
Hallam
University**
Knowledge Applied



**University of
Sheffield**



Sheffield Immersive



Experience



Introductions



Sarah Bertram
Senior Marketing Officer
Sheffield Hallam University



Megan James
Recruitment Officer
The University of Sheffield



Content

- How this initiative was started
- What is the Sheffield City Immersive Experience & how it worked
- Impact
- A chance for you to explore how this could work for you
- Our takeaways for you



***“A city challenge,
not a University
challenge...”***

**Sheffield.
Your university city.**



**Sheffield.
Your university city.**



**Sheffield.
Your university city.**





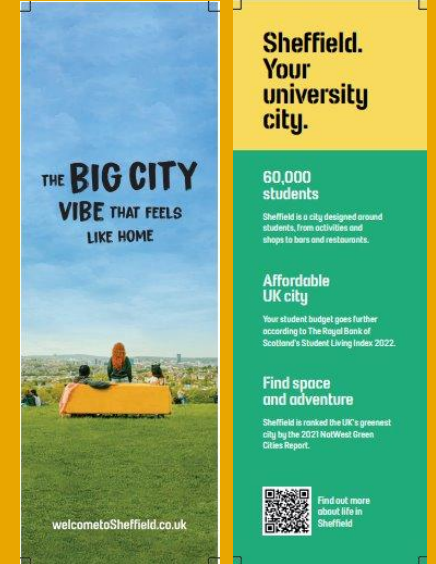


***“Giving people
an opportunity to
see and feel what
Sheffield is all
about ...”***





The Brand



“Sheffield raised the bar, saw a different way to use this opportunity (UCAS events), and created something brand new and truly unique” - Dave Penny, UCAS Director of Marketing.





Impact

Quantitative

- Cumulative data scans increased by 44% across both events & both institutions
- As a result, we saw a 666% increase in visits to the campaign webpage in the London area compared to the previous month and a 1600% increase in the Birmingham area compared to the previous month

Qualitative

- Strong relationship between two institutions with an appetite to extend
- The attention that this initiative drew across the sector due it being such a unique approach
- Opportunities to build networks and share best practice



Collaboration

- We learnt the power of sharing best practice and being transparent

Action: Be data driven and don't be afraid to share data with other institutions

- Explore NCOP legacy
- Meet with equivalent teams/individuals at other universities to share problem solving

Takeawa

1



Be consumer focussed

- Park competitiveness and refocus on understanding what prospective students want and their values
- This created more opportunity for collaboration both internally and externally

Action: Use event survey data, analyse decliner surveys- where are your challenges and which partners may share them

Takeaway 2



Take risks

- Be open to change/experimental marketing
- Tapping into the spirit of the city
- Risk but paid off with planning – didn't know if it would impact data scans

Action: Tap into your institution's/city's/location's USP, who shares them, who else is marketing them

Takeawa y 3



Task 1

In groups: You have 10 minutes to:

- Choose a city with multiple institutions in your groups. Think of the benefits for your Uni City!
- Outline the joint positives for you as institutions.
- Think about it from the perspective of not being in competition with each other, you have your own selling points and you have strengths by coming together.

5 mins share

Task 2

In groups: You have 10 minutes to:

- Think about how you can bring these strengths out in your activities.
- Include outreach activities – think large and small scale collabs.

5 mins share



Our Next Steps

- **Extending a variation of the concept to other Conventions**
- **Utilising current students and recent graduates as city advocates**
- **Exploring taking the Sheffield City Immersive Experience on tour outside of UCAS/UKUS events**
- **Mutual awareness of each institution's recruitment activity**



**Thank you
Any Questions?**