

Session Title:	Engaging schools and colleges: The Power of Language Before Your Event and Effective Presentation Skills During It
Speaker(s):	<i>Jon Cheek Founder and Director UniTasterDays</i> <i>Simon Fairbanks Consultant UniTasterDays</i>
Chair:	
Reporter:	Andrew cooper

Speaker/Institution Bio/Information:	<ul style="list-style-type: none"> • Both have similar beliefs but very different approaches to their roles. Shows good to work with people with different approaches • They did a quiz of 10 questions, those who answered 0-4 are more likely to be led by the heart, with 6-10 being led by the head • Words to describe those of the head <ul style="list-style-type: none"> o Interactive o Structured o Technical o Analytical o Methodical • Words to describe those of the heart <ul style="list-style-type: none"> o Playful o Instinctive o Emotional o Improvised o Empathetic • We should be the same at home as we are in work and embrace our skills, but by understanding what type of person we are, we can build a team around to ensure our strategies include opportunities for everyone.
Overview/Aim of session:	<ul style="list-style-type: none"> ▪ Best practice for standing out in a crowded inbox ▪ Ways to improve your email readability through words, structure, links ▪ Powerful delivery techniques for your next school and college session ▪ Examples of interactive examples to make sessions more engaging ▪ Insights from the UniTasterDays university guidance survey.

Workshop Content

- We should always tailor our content to our own delivery style
- Heart is delivery in the classroom, the head gets you into the classroom
- Hamilton quote, “I gotta be in the room”. If your not in the room, you can’t influence it.
- Teachers don’t read “bad” emails. We are in an age of distraction and attention is economy
- Three things to get emails open:
 - o Sent from – a recognised email. Emails from trusted individuals always have greater impact compared to generic school/recruitment emails
 - o Subject line
 - o Preview text
 - 📧 Favour short, simple words
 - 📧 Begin with a verb to inspire
 - 📧 Talk directly, you/your
 - 📧 Use dates and deadlines
 - 📧 Use question marks
- Try using personalisation/merge tags
- Subject line should be 9 words or 60 characters
 - Be to the point
 - Add emoji
 - o They can be small and not easy to distinguish and does vary across platforms. Screen readers will read out official description and this isn’t what you always expect
 - Try using high frequency words
 - First line only should ask a question.
 - o Would you like to bring your students to our open days?
 - For single action emails
 - o Do something
 - o A task
 - o Practical
 - o Functional
 - o Standalone
 - o Keep momentum
 - o Success in measurable
 - For Newsletter style emails
 - o Learn something
 - o Information
 - o Emotional
 - o Part of a series
 - o Keep interest
 - o Success is tangible
 - Single action emails should have:
 - o Instructions
 - o Single CTA
 - o Written with care
 - o Few/no images

	<ul style="list-style-type: none"> o Specific subject line • Newsletter emails should have: <ul style="list-style-type: none"> o Stories o Several or no CTAs o Written with flare o Several images • Emails should always be signed off by a person and not just an email box. Emails without a persons name suggests institution impersonal and less likely to convert students. • When in the room you can't control the audience <ul style="list-style-type: none"> o Not everyone will be in the frame of mind to engage • FISH Theory <ul style="list-style-type: none"> o People who work at the fish market enjoy the jobs. Make sure you show you enjoy your job o Be fully present o Choose your attitude o Make their day o Find the fun
<p>Questions and Answers:</p>	<p>Should we use generic or personalized emails? Depending on the use and the target audience. Coming from a trusted individual can be powerful, but from a generic university email can have authority.</p>
<p>SummaryKey takeaways:</p>	<ul style="list-style-type: none"> o Subject line (and preview text) are critical o Readable is essential o First line only line o Know your email o Emotional