

Session Title:	The Power of Collaboration
Speaker(s):	Meg James, Sarah Bertram
Chair:	Lauren Storey
Reporter:	James Kerr

Speaker/Institution Bio/Information:	<p>Sarah is Senior Marketing Officer at Sheffield Hallam University Meg is Recruitment Officer at University of Sheffield</p>
Overview/Aim of session:	<p>To show how the two institutions came together to make an impact in collaborating on promoting Sheffield as a student city.</p>
Workshop Content	<p>Overview of the three collaborators in the project; Sheffield Council, Sheffield Hallam University and University of Sheffield.</p> <p>The ‘Hero’ advert that kicked off the campaign was shown, and then moved on to explain how the campaign idea was taken further with a joint stand presence at a number of UCAS exhibitions. This collaboration between two universities at UCAS exhibitions was a first for the sector.</p> <p>The joint stand was designed to be impartial, and promoted Sheffield as a destination with supporting information about the two universities.</p> <p>Went into more detail about how the UCAS stand actually worked in practice, with graduate ambassadors and student ambassadors briefed to talk about the city, and refer questions on courses to the university staff on the stand. As couldn’t scan for data capture, used a handout with QR code that directed to council run campaign landing page. The joint stand cost £25,000 split between the two universities.</p> <p>This collaboration has won a number of awards, including HELOA award, and Times Higher Marketing award.</p>

	<p>Overview of the impact:</p> <p>44% increase in data capture 666% increase in traffic to joint campaign website from London after UCAS exhibition</p> <p>Long term relationship building between the two institutions that has continued, will be holding a joint away day between two recruitment teams to learn about each other's courses so can cross-promote, and looking at joint regional schools outreach.</p> <p>Key takeaways:</p> <p>Collaboration – getting out the mindset of competition, it is about the students</p> <p>Consumer focused – it's about the students</p> <p>Take risks – be open to new ideas, used data to take educated risks</p>
<p>Case Studies/Examples:</p>	
<p>Scenarios/Roundtable discussions:</p>	<p>10 minutes – take a city and how think it could work there</p> <p>Different examples included North East region, Birmingham and Cardiff – perception of the city, challenges of working together with rival universities,</p> <p>10 minutes – how to bring these strengths out in your activities including outreach</p> <p>Changing perceptions of the cities</p> <p>Negative perception on social media – show different side of city in content and collaborate, show community, location etc</p> <p>Combining open days – same day, transport between, festival in city on the day</p>

Questions and Answers:	
Summary Key takeaways:	<p>Next steps:</p> <p>Extending the concept but not full stand collaboration due to budgets, still promoting the city</p> <p>Use student ambassadors as city advocates Mutual awareness of each institutions – knowledge exchange between two recruitment teams, network and share activity</p> <p>Collaborative teacher conference this year – helpful for teachers to not have to choose between two events</p>