



## Professional Development Conference

### *Turning Interest into Action: Enhancing Student Conversion in UK Universities*

21st November 2024, 10:00 - 15:15

Online (Zoom)

**9:45-10:00**

**Registration and Welcome**

**10:00-10:45**

**Data isn't scary!**

*Jim Calcutt*

*Head of UK Student Recruitment at University of Winchester*

In this session, Jim will talk about how teams can integrate data into all UK Student Recruitment planning. This will include tips for building profiles for schools and colleges, advice on targeting schools and colleges, improving recruitment events and measuring team success.

**10:45-11:00**

**Comfort Break**

**11:00-11:45**

**Enabling the academic voice in offer holder conversion**

*Gabriella Turner-Hall & Wendy Bussey*

*Student Recruitment Operations Managers at Sheffield Hallam University*

*Keeley Fletcher*

*Associate Head, Institute of Law and Justice at Sheffield Hallam University*

This session will cover how professional services and academic colleagues at Hallam collaborate to enable the academic voice in offer holder conversion. We will talk specifically about a self-service tool we have created called the Academic Conversion Toolkit. We will give an overview of the toolkit, what it contains, how it is set-up and accessed and share best practice and lessons learned over the last 5 years. You will also hear from an academic colleague who will share their experience of actively engaging in the toolkit and using it throughout the cycle to contact offer holders in their department.

**11:45-12:30**

**Breakout/Networking Session**

Attendees will be split into breakout rooms to really get their teeth into discussing the earlier sessions of the day and what works for them when thinking about conversion. A great opportunity to network and digest the day's material.



**12:30-13:30**

**Lunch Break**

**13:30-14:15**

**Postgraduate Recruitment Insights**

***Beth Pearson, Postgraduate Recruitment Manager at the University of Lincoln***

***Nikki Pitman, Postgraduate Recruitment Officer at the University of Lincoln***

Join members of the award-winning Postgraduate Recruitment Team at the University of Lincoln for an enlightening session exploring their insights into the recruitment of UK students to postgraduate study. This session will give attendees a deep dive into the latest challenges in postgraduate recruitment, highlighting effective techniques for recruitment and conversion of prospects into enrolled students. Discover data-driven approaches, innovative communication tactics, and engagement methods that resonate with today's applicants. Whether you're new to the field or looking to refine your existing processes, this session will provide the tools to review and enhance your postgraduate recruitment strategy.

**14:15-14:30**

**Comfort Break**

**14:30-15:15**

**What do students want from offer holder days?**

***Claire Gammell***

***Director of Marketing and Engagement at The Student Room***

The Student Room will look at student survey data to understand what prospective students find most valuable from applicant holder days. Focusing on student perspectives, this will allow attendees to consider how to tailor these events to better meet the needs of applicants and enhance their decision-making experience.

**15:15**

**Finish**