

## Event Project and Marketing Plan Summary

The University of Cambridge Postgraduate Open Day is a unique, medium-scale event, which will result in the successful conversion of attendees into applicants for postgraduate study in the academic year starting in September 2018 or 2019.

The first Postgraduate Open Day was hosted by the Graduate Admissions Office on 02/11/2016. In 2015 GAO identified the requirement for a principal recruitment event to be hosted by the University after attending several recruitment roadshows and exhibitions, which highlighted to them the interest of prospective students in attending such an event. The event was attended by 1060 student ticket holders and circa 400 parent / supporter ticket holders. Due to some student ticket holders not checking in at a registration hub we expect that the number of student ticket holders on the day was actually 10% higher than recorded. The Graduate Admissions Office has seen an increase in applications of 30% in the last 6 months. This is a result of numerous initiatives including the recruitment activities carried out in 2016.

After the 2016 Postgraduate Open Day a survey was sent out to student attendees. In total 293 student attendees responded to the survey. 80% of attendees surveyed stated that they will be applying for graduate study at Cambridge. 230 attendees surveyed rated the Postgraduate Open Day 6-10 (inclusive) for satisfaction on a scale from 0-10. 63 attendees rated the open day 0-5 (inclusive) on the same scale.

The success of the open day relies on the cooperation of the departments, Cambridge Colleges and central student services. We are also reliant upon staff members from Student Registry, Cambridge Admissions Office, International Students Team, Fees and Funding Team and the staff members of Graduate Admissions.

The event is free and attendees will need to register via the Eventbrite registration page. There are two types of tickets, student tickets for prospective graduate students and also parent/ supporter tickets. For student tickets we have devised a short registration form which will enable us to gather important information from attendees so we can track recruitment trends. Attendees will need to 'check in' on the open day at the central exhibition and information point at the University Centre to receive an open day wristband. Attendees will also be able to check in at the Colleges Porters' Lodges.

We are hosting a central exhibition and information point at the University Centre (UC) whereby attendees can check in with their tickets. At the UC attendees will collect their open day wristbands, have the opportunity to meet with departments at their exhibition stands (9.00am-12.00pm), meet with funding bodies and central services (9.00am-4.00pm) and attend central presentations in the UC seminar rooms. The Graduate Admissions Office will also be staffing information stands so prospective students can ask questions about the application process.

Throughout the open day we will be hosting centralised presentations in a range of venues including the UC seminar rooms and venues provided by the Cambridge Colleges. The program for the central presentations will run from 9.30am-4.30pm to enable as many visitors as possible to attend them. The titles of the central presentations will be as follows. Welcome Talk (Graduate Union and Cambridge University Student Union), Choosing a College (College Tutors), Applying for Graduate Study (Graduate Admissions Office), Writing a Research Proposal, the fundamentals (Academic Heads, Departments).

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The morning of the open day is dedicated to College only events (9.00am-2.00pm). The Colleges have been grouped into (geographical) clusters which they can choose to participate in. The clusters allow the Colleges to pool resources. Colleges are encouraged to host at least one activity each. College activities should last no longer than 30-45 minutes each, except when providing lunch which will take longer. The deadline for submitting College activities to the programme is Friday 22 September. For more information on the Colleges involvement please see the Colleges Working Group notes.

The afternoon of the open day is dedicated to subject specific activities (2.00pm-6.00pm) which will take place in the departments and faculties around Cambridge. The departments and faculties are encouraged to host at least one activity each and ideally provide access to academics and current students for visitors as this was a key comment in attendee's feedback from the open day 2016. The deadline for submitting department and faculty activities to the programme is Monday 11 September.

The event will cater for between 1,000 – 1,500 attendees and will be promoted extensively to current Cambridge students but also students who have studied at external institutions. We are also targeting those who are not currently in education through numerous channels including the Alumni and Development Department and by directly contacting employers.

After the event we will reflect on the successes and challenges of the open day by sending a short survey to attendees and asking all staff, departments and Colleges to complete a short questionnaire about their experience of the event to help shape the open day going forward.

We plan on following our open day visitors through the application process so we can understand the conversion rates between visitors, applicants and acceptances.