

SENSIBLEMEDIALTD

Alumni/Student Webinars

2020/21 Series Feedback Report for Partners



Introduction

Despite the continuing difficulties we have all faced in 2021, we are delighted to be able to share this feedback report from our 2020-21 webinar series.


Highlights include:

- Our joint highest ever presenter scores, averaging more than **4.6 out of 5;**
- **Our largest ever live audience** (with **3,740+** alumni attending live in total);
- Our highest registration ever for a single event (**over 3,200 tickets**) for Professor Herminia Ibarra's webinar on career change.

We look forward to working more with you in our forthcoming 2021-22 season (go to **page 16** for details of our Autumn webinars)

And, of course, we are delighted by the continuing trust of the growing number of partner schools we work with.

I hope you find this report useful. Please do share your comments, requests and any feedback you might have for us.



Neil Courtis

Managing Director,
Sensible Media Ltd
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Our 2021 Programme



Avoiding and Recovering from Career Derailment

Carter Cast
18 Nov 2020



How to Change Career at 30, 40 and 50+

Herminia Ibarra
9 Dec 2020



Feel Good about Networking (and do it well)

Nicolas Constantinesco
18 Nov 2020



How to Make Your Work More Meaningful

Monique Valcour
23 Mar 2021



How to Win Over Potential Employers

Gabriella Snoeck and Nicolas Constantinesco
6 May 2021

Overview

2020/2021

5

We held five webinars on career issues between autumn 2020 and spring 2021.

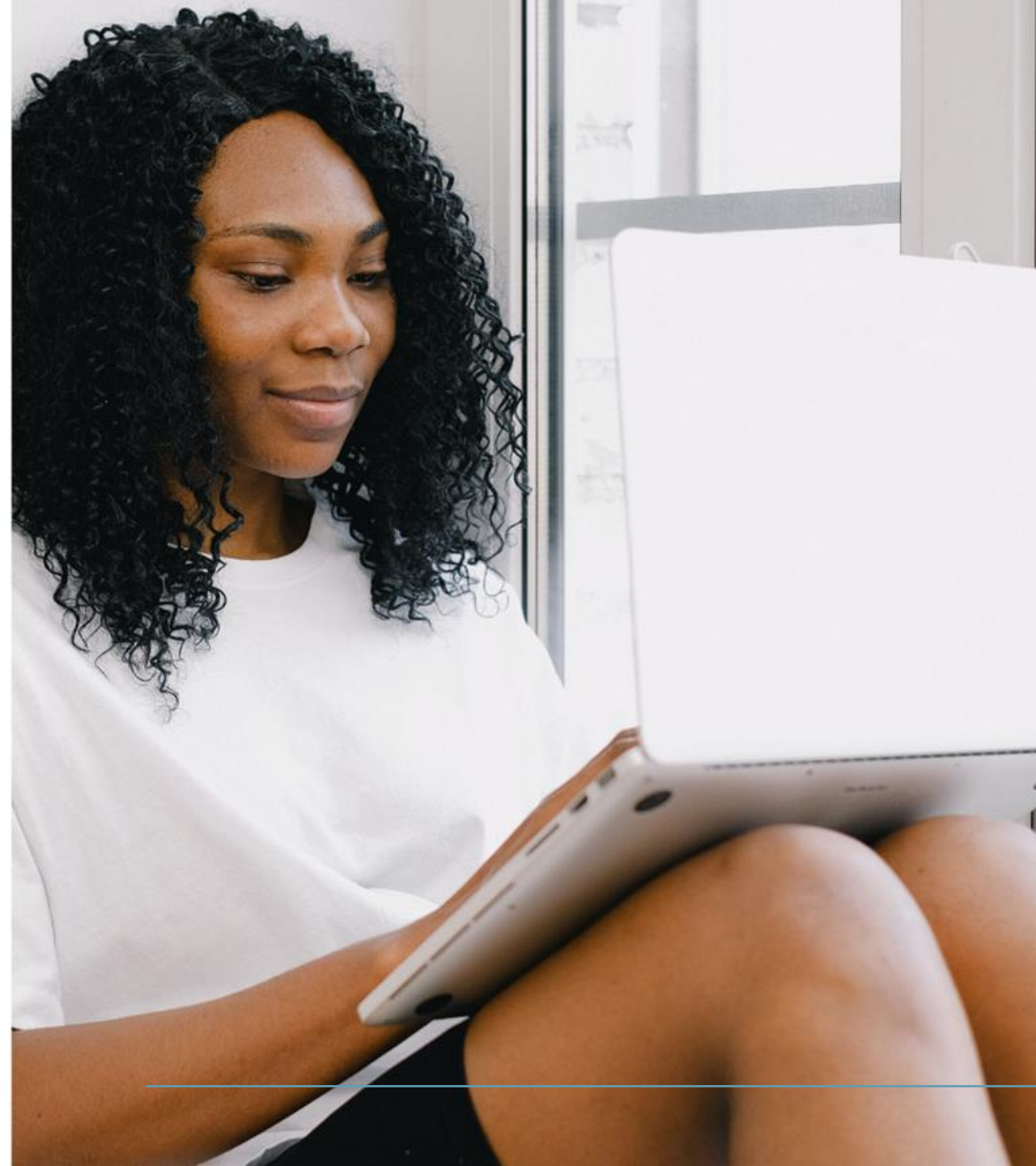
8,619

More than **8,600** alumni and students registered and more than **3,740** attended live.

4.6



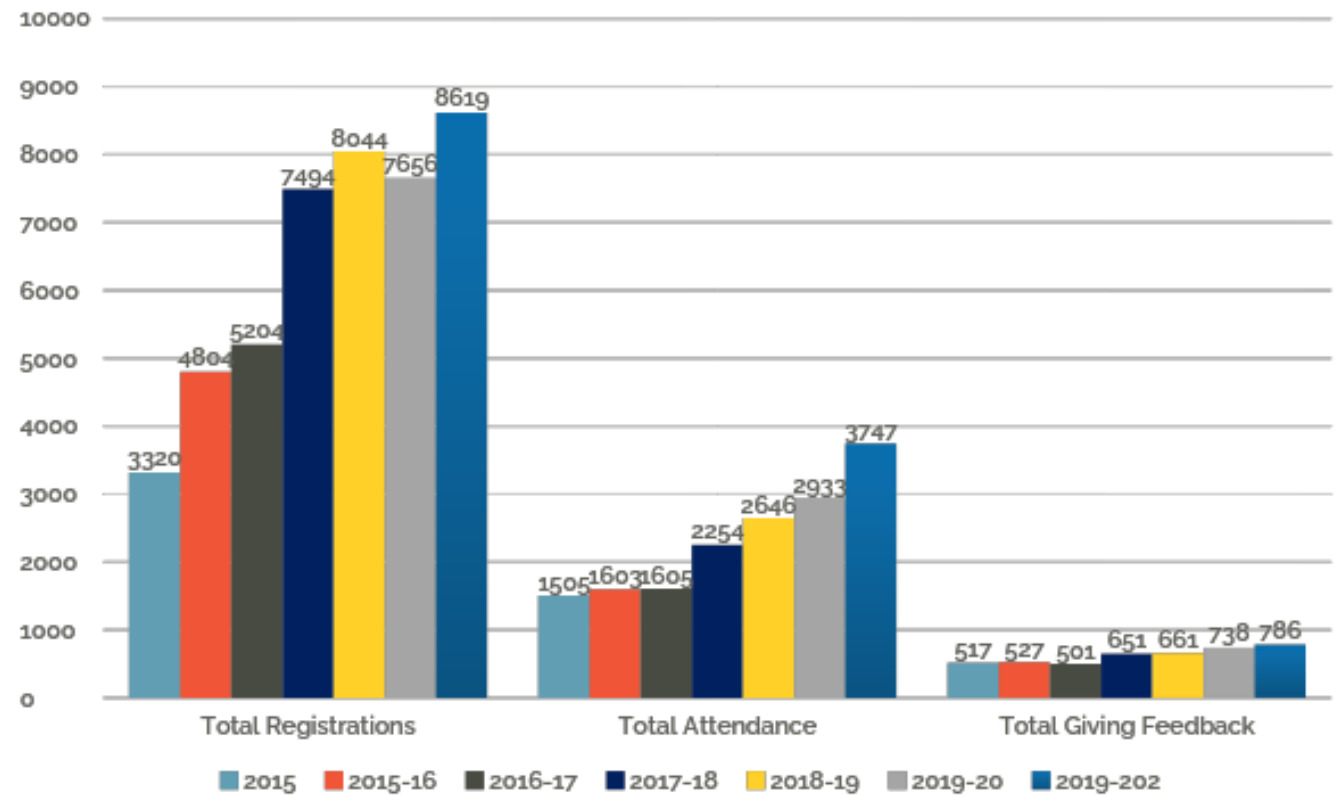
Presenters were rated better than **4.6/5** on average



Audience

- Largest live audience
- Largest feedback response
- Largest number of registrations

Audience engagement
has risen consistently
over time.



Support

The 2019-20 series was made possible by the support of our partners:



- **Ana Herranz** and **Carmen Diez** (IE Business School)
- **Mhorag Doig, Jane Charlton, Olivia Sleet** and **Freya Evans** (London Business School)
- **Sarah Jackson** and **Iain Swann** (Warwick Business School)
- **Nicola Pogson, Karine Madoian, Tashiana Langley** and **Anya Chetse** (Imperial College)
- **Rachael Harris, Laura Walker, Hannah Campbell** and **Isobel Kettle** (Cranfield School of Management)
- **Katie Francois, Shyla du Cosquer** and **Tiphaine Boitel** (Audencia Business School)
- **Irene Aitkenhead Taylor** and **Sarah Poulter** (Strathclyde Business School)
- **Terry Akitt** and **Dorthe Busk** (IMD Business School)
- **Hamieda Zakir** and **Wallis Spence** (LSE)
- **Natalie Simpson** and **Théo Letort** (Trium EMBA)
- **Sarah Leach, Stephanie Shaw** and **Naeema Pasha** (Henley Business School)
- **Julie Blant** (Nottingham University Business School)
- **Bettina Semmel** and **María Angeles Losa** (IESE)
- **Paula Lourenço, Catarina Paiva** and **Fabio Duarte Silva** (Lisbon MBA)
- **Kati Dorsch** and **Martina Beermann** (HHL)
- **Stella Mantechou, Anne-Ev Enzmann, Felicia Solomon** and **Diane Yelland** (INSEAD)

Registration & Attendance

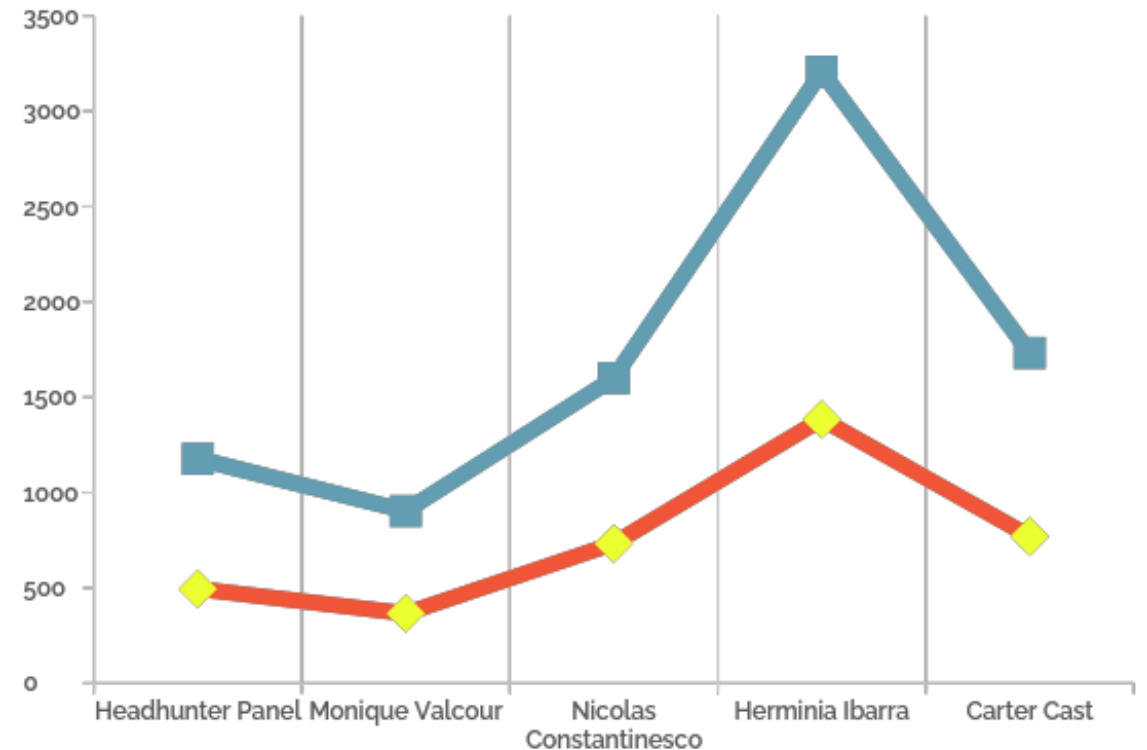
On average,

1723

registered

749

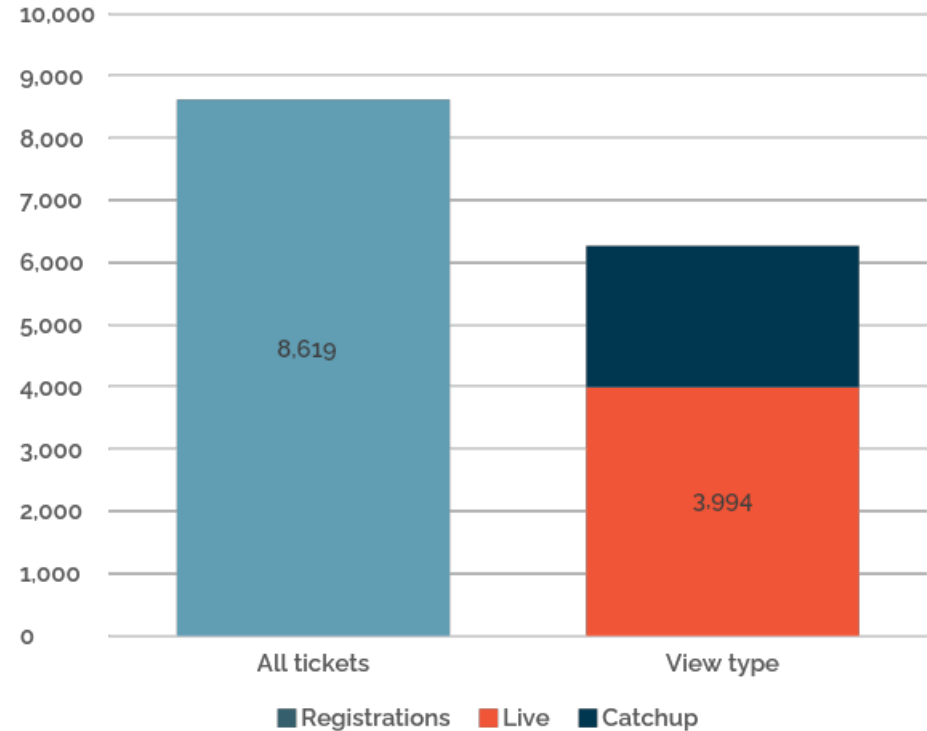
attended live



Catch up Views

Live views vs catch-up views

Total of almost
2,300 catchup
views and **4,000**
live views



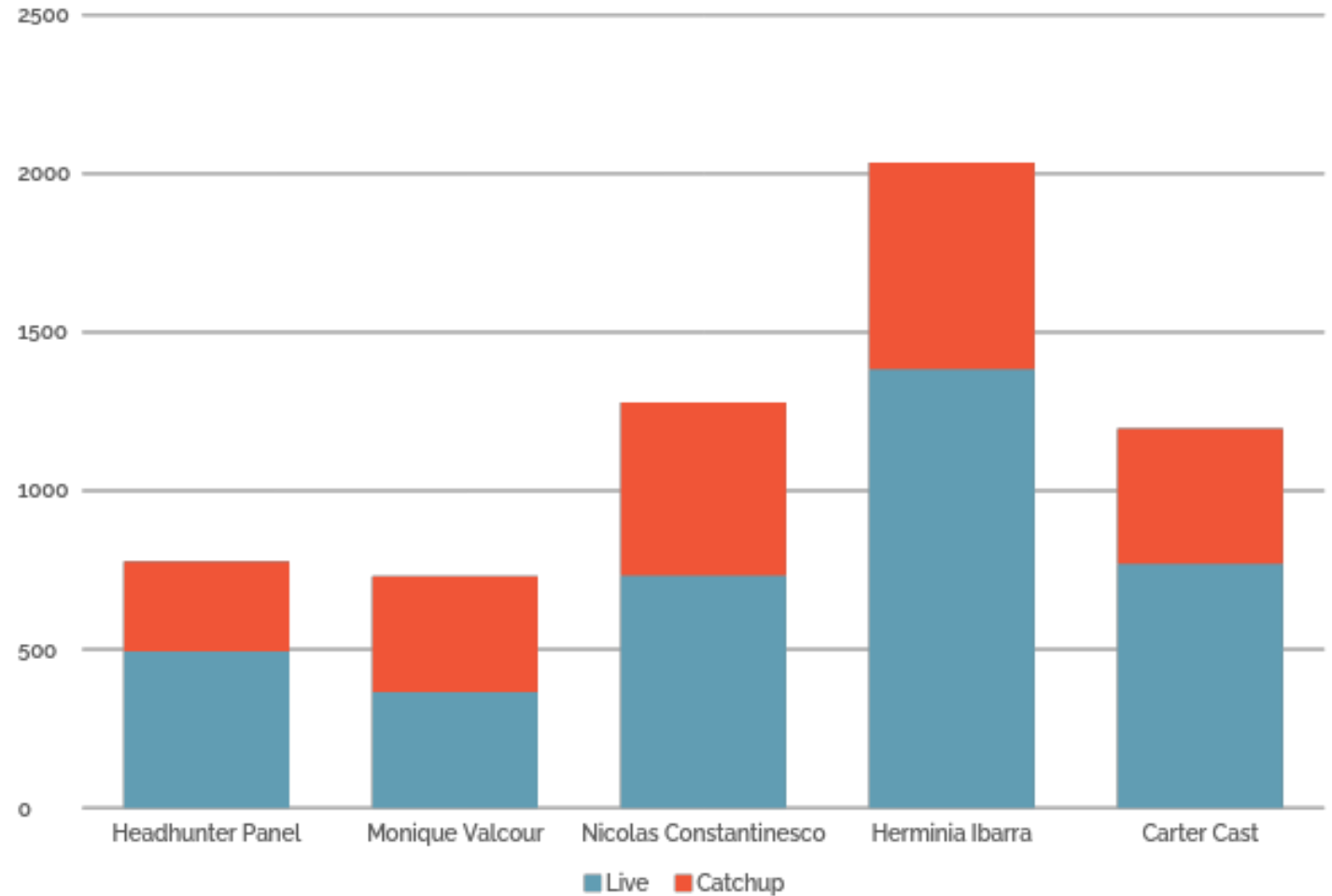
We now provide all ticket holders with 12-month access to a **dedicated web page** to view **webinar recordings**.

This means we can now track recording views.
Live and catchup views added up to 70% of ticket registrations.

Catch up Views

By Webinars

Average of almost
750 catchup views
and **450+** live
views



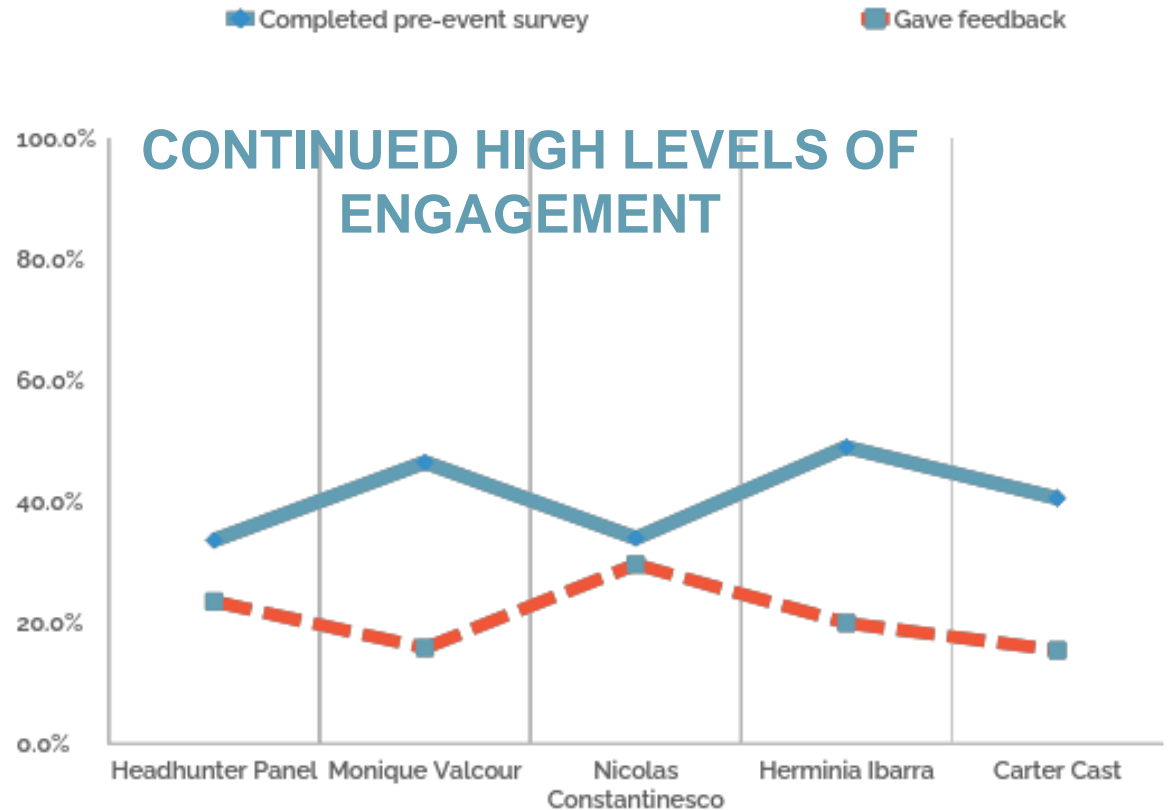
Survey Participation

44%

(of attendees) completed pre-event survey

21%

completed feedback survey.



What Participants Liked

We had around 500 comments on what people liked about the sessions.
Positive feedback focused on these areas:

"The tactics taught were simply spot-on and applicable. I can use them straightaway!"

"Every 10 webinars we go to, only one is interesting and actionable and this is one of them."

Actionable advice

"It was one of the most interesting and useful webinars I have listened to."

"It met my expectation of the topic, but the contents exceeded my expectation. Very very helpful!"

High-quality content

"insightful and not necessarily ideas that are obvious or common sense."

"very thoughtful and not just standard answers that you can get most anywhere on the subject of interviewing".

Insider insights

How to improve

We always ask how we can improve our webinars. The things that people mentioned most often were:

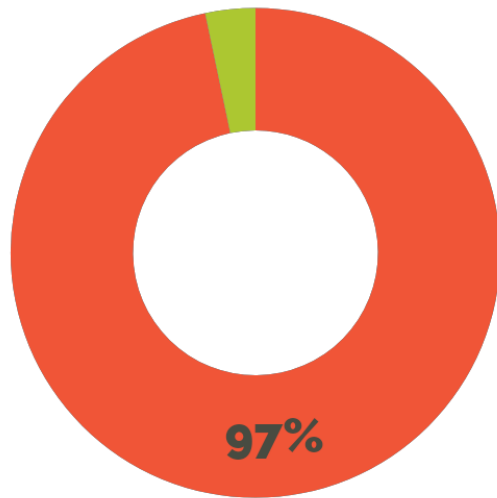
- More time (112), especially in order to answer more questions (90) – this is the top request on a regular basis though hard to fulfil as we do want people to have time to fit our webinars into their busy lives
- Specific issues related to particular content – very frequently a request to reach more deeply into the subject (65)
- Nothing (55) – this is our favourite comment!
- More real world examples (35)



Ease of Use

Eventbrite and **GoToWebinar** very easy to use

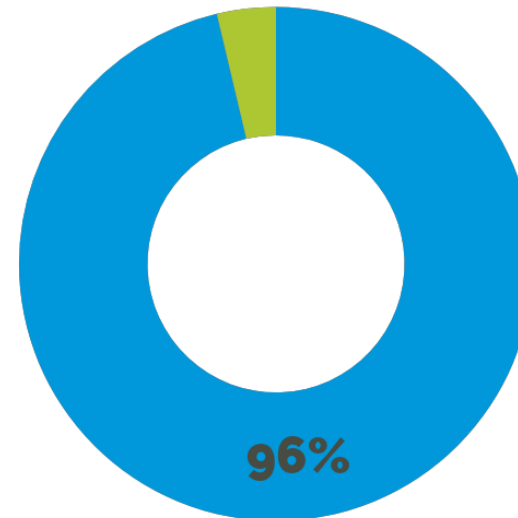
eventbrite



■ Easy ■ Not easy

Feedback continues to be good for our preferred technology platforms.

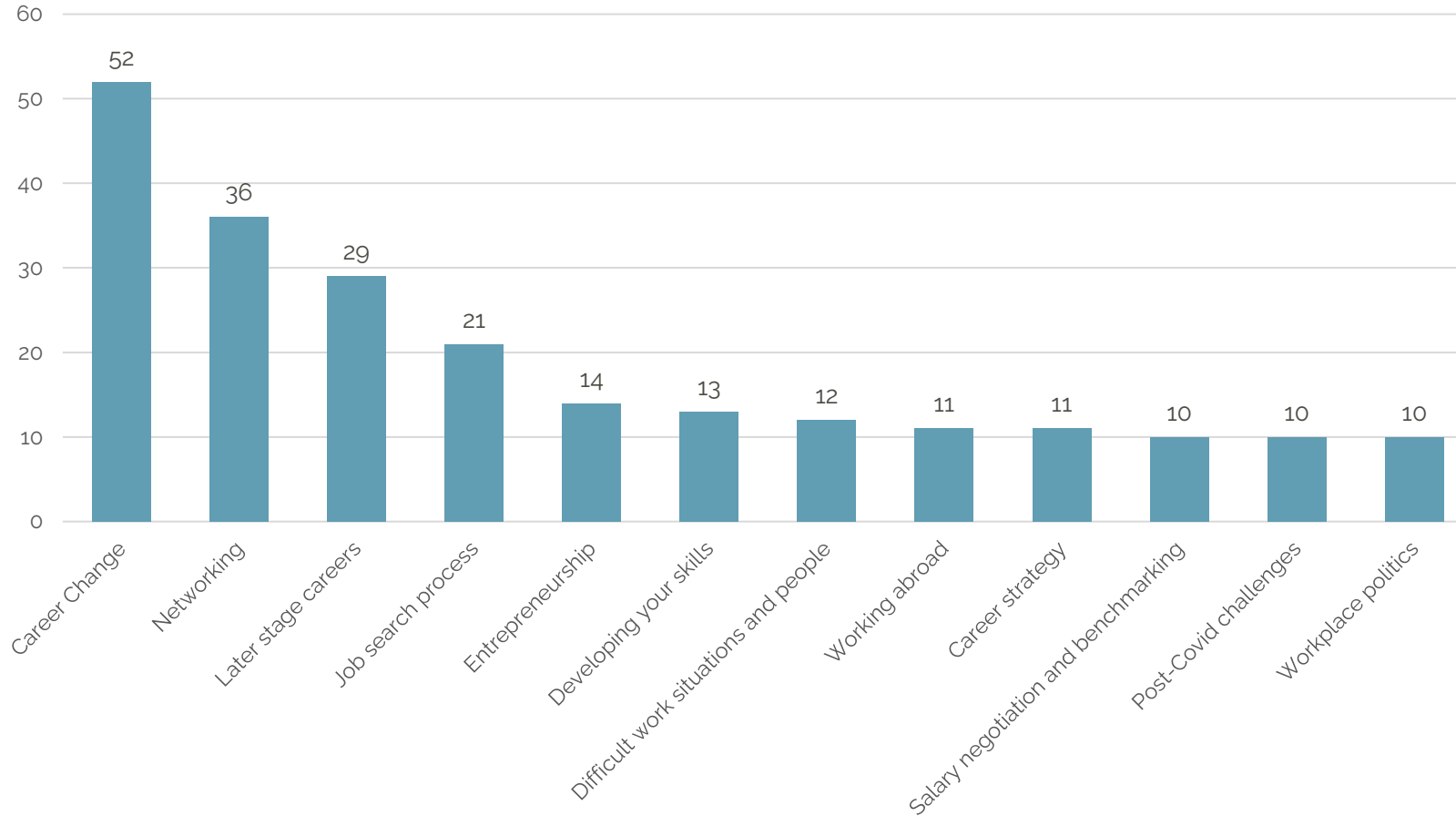
 **GoToWebinar**



■ Easy ■ Not easy

- To support attendees we:
- Offer walkthrough guides to registration and login.
 - Provide live support before and during webinars for anyone who needs it.

Topic Requests



As usual there is a lot of interest in career change and networking.

Later career stages continue to be a rising topic of interest.

We have seen an increased amount of interest in the job search process, entrepreneurship, skilling up and difficult situations at work.

Post-Covid challenges and adaptations are new problems faced by our attendees.

Our 2021-2 Programme

Webinars for H2 2021

We are delighted to announce the first two webinars for our 2021-2 programme with **Steve Dalton (on 4 November 2021)** and **Professor Connson Locke (on 7 December 2021)**.

We will, as usual, put on three further webinars in H1 2022 in February, March and April.

Event pages and marketing toolkits for these two webinars will be available in the first week of September 2021.

Thursday 4 November 2021 – 18:00 (London) 19:00 (Paris)

Why do you want to work here?

With **Steve Dalton**



A Sensible Media Production for: Imperial College London ie IMD London Business School LSE INSEAD EDHEC HEC PARIS IESE wbs Audencia MANCHESTER

Make Yourself Heard at Work

With **Connson Locke**

Tuesday 7 December 2021
12:00 (London) – 13:00 (Paris)



A Sensible Media Production for: Imperial College London ie IMD London Business School LSE INSEAD EDHEC HEC PARIS IESE wbs Audencia MANCHESTER

AlumniExtra.com

- ✓ Online **library of careers webinars** for students and alumni
- ✓ World class presenters like **Dave Evans, Dorie Clark** and **Daniel Porot**
- ✓ Advice on **job-hunting, interviewing**, international and **portfolio careers**, and how to be a better boss
- ✓ More than **15,000 alumni** and students already registered
- ✓ Videos optimised for **mobiles and tablets**



Pricing Details

Individual seats on the webinars are priced at £37.50.
Partners receive blocks of tickets as follows:



	Medium	Large	Global
Free student/alumni tickets For each webinar	50	200	400
Marketing resource pack for each webinar Email copy, images and event descriptions	✓	✓	✓
Free staff tickets For each webinar	5	10	20
Customised registration page To capture additional data from your alumni	✗	✓	✓
Co-branding on event pages Examples at sensiblemedia.eventbrite.com	✗	✓	✓
Event reporting Custom feedback report for each event	✗	✓	✓
Annual cost (for 5 webinars) (cost per ticket)	£2,250 (£9.00)	£4,250 (£4.25)	£6,250 (£3.12)

What participants will receive

All individuals who register receive:

- Access to the live event via the GoToWebinar platform
- A comprehensive reading and resources pack on the subject of the webinar
- A video recording of the event to view after the webinar
- Slides and other presentation materials in pdf format
- Digital files for any exercises recommended during the event
- Details of further reading and other resources



What partner schools receive

All partners for the webinar series receive the following:

- Free and/or discounted tickets for alumni and students
- Unique booking URLs and/or discount codes to pass on to alumni/students
- Free tickets for staff for all events
- Marketing copy and materials for all events
- Feedback reports after each webinar
- Co-branding on event pages



Get in touch

SENSIBLEMEDIALTD

Career Webinars

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