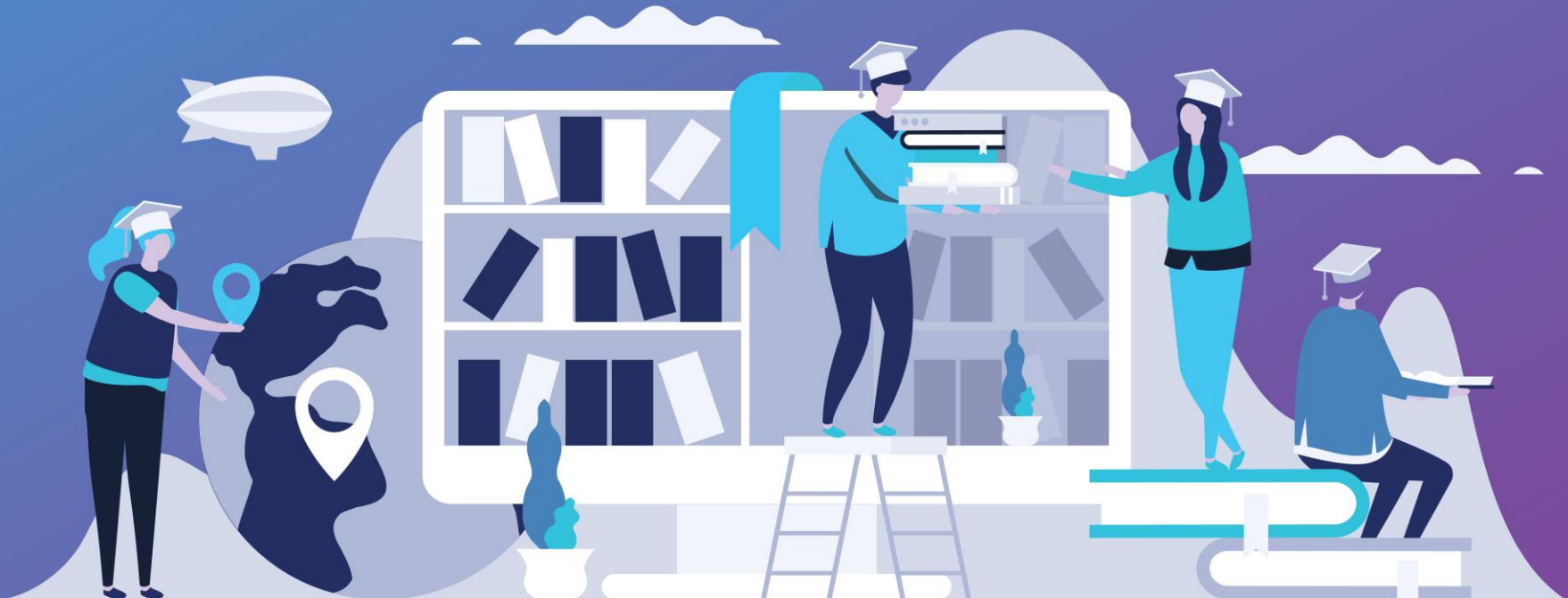




SchoolFinder
Group

Virtual Event Insights 2020-21

June 10th, 2021 / 12:00 – 12:30



Your Speakers



Chris Wilkins,
President & CEO,
The SchoolFinder
Group



Haley Prentice,
Community Marketing
Manager, The
SchoolFinder Group



Aliya Somani,
Director, Canada, IE
University



Christine Johnson,
Digital Marketing
Specialist, Vancouver
Island University

Agenda

1. Intro
2. Student Survey Results
3. Virtual Event Best Practices
4. Q&A with Christine Johnson from Vancouver Island University and Aliya Somani from IE University

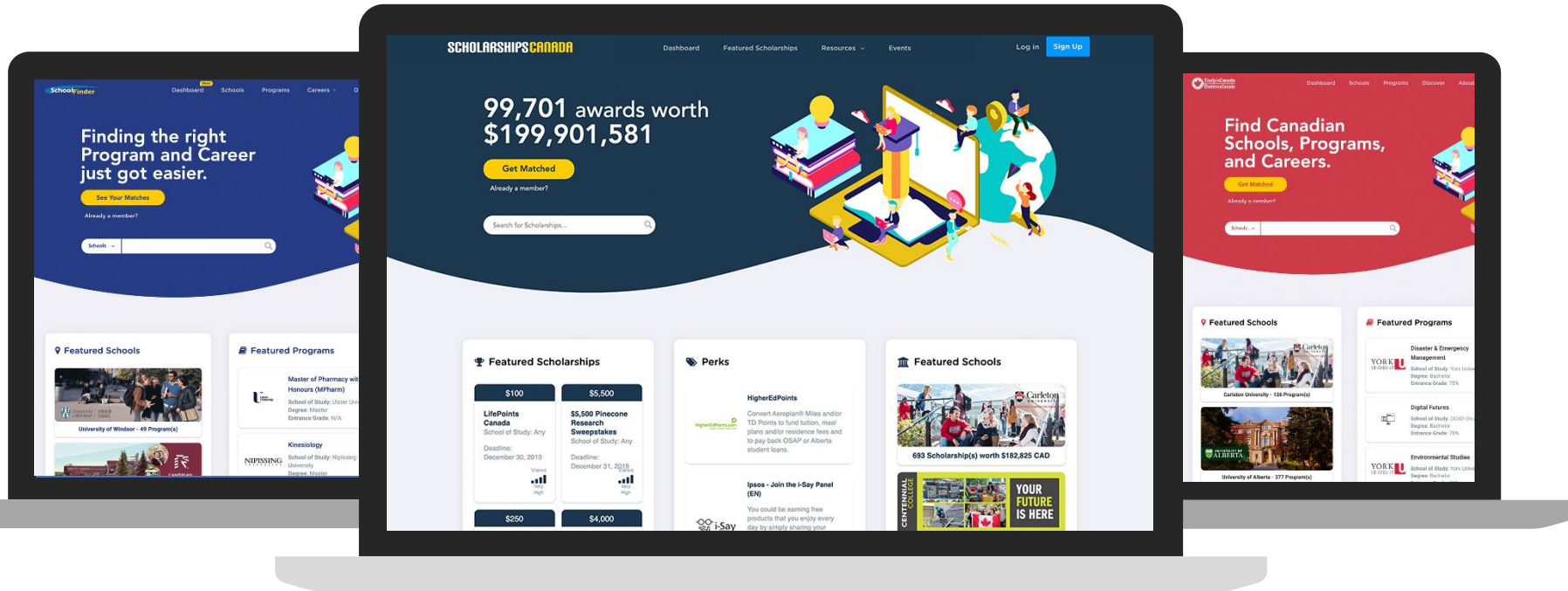
The SchoolFinder Group Platform



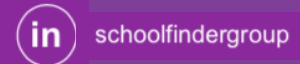
The SchoolFinder Group is a platform of websites designed to help students find schools, scholarships and careers. We have over **1 million registered students** in our database.

We work with about 100 educational and other organizations to find and recruit students. In a given year, we send over 5 million emails to the community.

The SchoolFinder Group Platform



SCHOLARSHIPS CANADA.com



Virtual Event Student Survey: The Results

Survey Overview

- 1,126 students completed the survey
- 87% were students in **grade 12**, 10% were in college or university
- From this group, over **90%** of students said they had **attended a virtual education event** within the past year...



What types of events were most helpful?

The Event Options:

Virtual Program Event/Information Session
Virtual Open House
Virtual Campus Tour
Virtual Panel of Alumni or Current students of your desired school
Virtual Scholarship Fair/Webinar
Virtual Education Fair
Virtual Chat with a Recruiter
Virtual Advising Appointment
Virtual Masterclass/Webinar with a Professor
Virtual Career Fair

- Overall, **Virtual Program Event/Information Sessions** and **Virtual Open Houses** were the highest ranked:
 - 76% said they found the program events helpful
 - 58% said they found the open houses helpful

Survey Overview

- 52% of students said the event(s) they attended **helped them make a decision on which school they'd like to attend**
 - However, events like **campus tours** and **education fairs** that fewer students attended were **rated more highly** for their helpfulness in making a decision about which school to attend.
- 75% said they found the event(s) **informative and useful**
- 56% said they **did not** enjoy the **virtual format** more than in-person

Student Feedback

"I liked the wide **range of tools and resources available**, I wished there could have been **easily accessible one-on-one discussion**."

"I liked that I had the potential to **visit places virtually** when it might not be feasible to travel there in the moment."

Overall, Students Liked:

- The amount of information provided
- Getting their questions answered more **efficiently and effectively** compared to in-person events
- How **organized** the events were
- Hearing from **alumni/current students**



Overall, Students Disliked:

- **Lack of connection**; emphasis on Zoom fatigue and how events can do a better job at encouraging audience engagement
- **Connectivity issues**
- When there **wasn't enough time** during sessions to have their questions answered



Virtual Events: 3 Best Practices

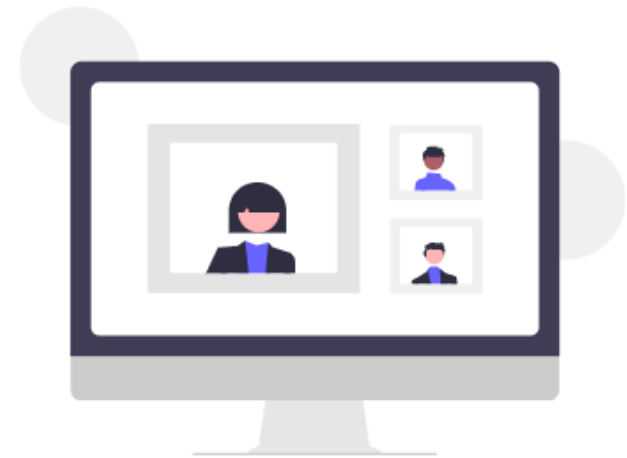
1. Include More Giveaways

- In-person events often involve **giveaways, swag, and prizes**, which students missed during virtual events.
- Giveaways and prizes can not only **improve engagement** during the event, but can also help **boost the registration-to-attendee conversion**.
- Student suggestions included: **school swag, games and prizes, orientation packages, and virtual loot bags**.



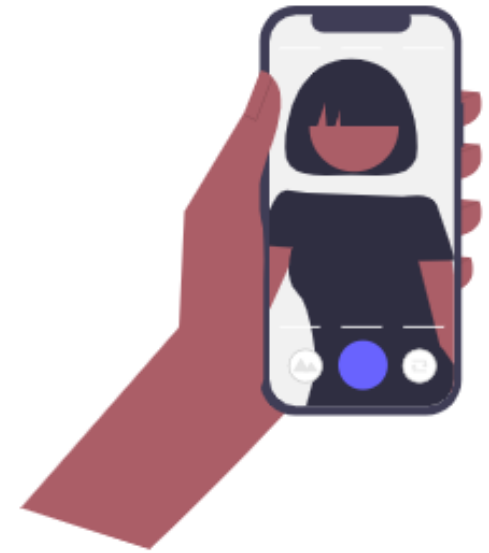
2. Leverage Current Students/Alumni

- Students loved hearing from current students and alumni – this came up over and over again!
- It's much more impactful for students to hear a **real perspective** and get advice from people who were in their shoes.
- Use **student ambassadors** or **alumni** as much as possible.



3. Prioritize One-on-One Communication

- In a virtual event format, students expected to connect with a **“real person”** and have all of their questions answered.
- Students expressed the value of **live video** with **faces** that make it feel like they are in-person.
- Students wanted the ability to **videoconference**, more **private messaging** functions, and a wider range of staff to connect with.



Events on the SchoolFinder Platform

Events Overview

- In the 2020-21 academic year, there were **865 total events** posted
- There were **123,797** total event views and **60,191** total registration clicks
- There was an average of **143 views** and **70 registration clicks** per event



Top 10 Event Submitters:

1. IE University
2. Vancouver Island University
3. Carleton University
4. University of Calgary
5. IE University - Graduate Programs
6. Olds College
7. University of Waterloo
8. University of Nicosia - Medical School
9. York University
10. Concordia University

IE University - Study in Spain at IE University



Date & Time

Thursday, April 22, 2021 6:00 PM
- 6:30 PM, Eastern Daylight
Time(EDT)

Location

Online

Event Type

Information Session - School
Information

Hosted By

IE University

★ Save

Event Description

You are invited to connect and learn what path you can take

Vancouver Island University | Future Student Information Session



Date & Time

Tuesday, February 09, 2021 6:30
PM - 7:30 PM, Pacific Standard
Time(PST)

Location

Online

Event Type

Information Session - School
Information

Hosted By

Vancouver Island University

★ Save

Event Description

Sign up for a session to learn more about VIU and our 120+programs, and all that's involved in becoming a student here. These events are open to students considering courses in January, applying for September 2021, and everyone who's thinking about studying at VIU in the future.

Q & A