

Alumni and Student Webinars 2017-8 Series **FEEDBACK REPORT** FOR PARTNERS



OVERVIEW

2017-2018

5

We held five webinars on career issues between autumn 2017 and spring 2018.

7,498

Nearly 7,500 alumni and students registered and more than 2,200 attended live.

4.5



Presenters were rated as 4.5/5. on average

HOW WE DID



OUR EXPERT **PRESENTERS**



Lauren Rivera on
[How Professional Services
Firms Hire](#)

November 16 2017



Monique Valcour on
[Avoiding Burnout and
Building Resilience](#)

February 8 2018



Dorie Clark on
[Re-inventing your Career](#)

December 7 2017



Steve Dalton [on How to
Write your CV Efficiently](#)

April 19 2018

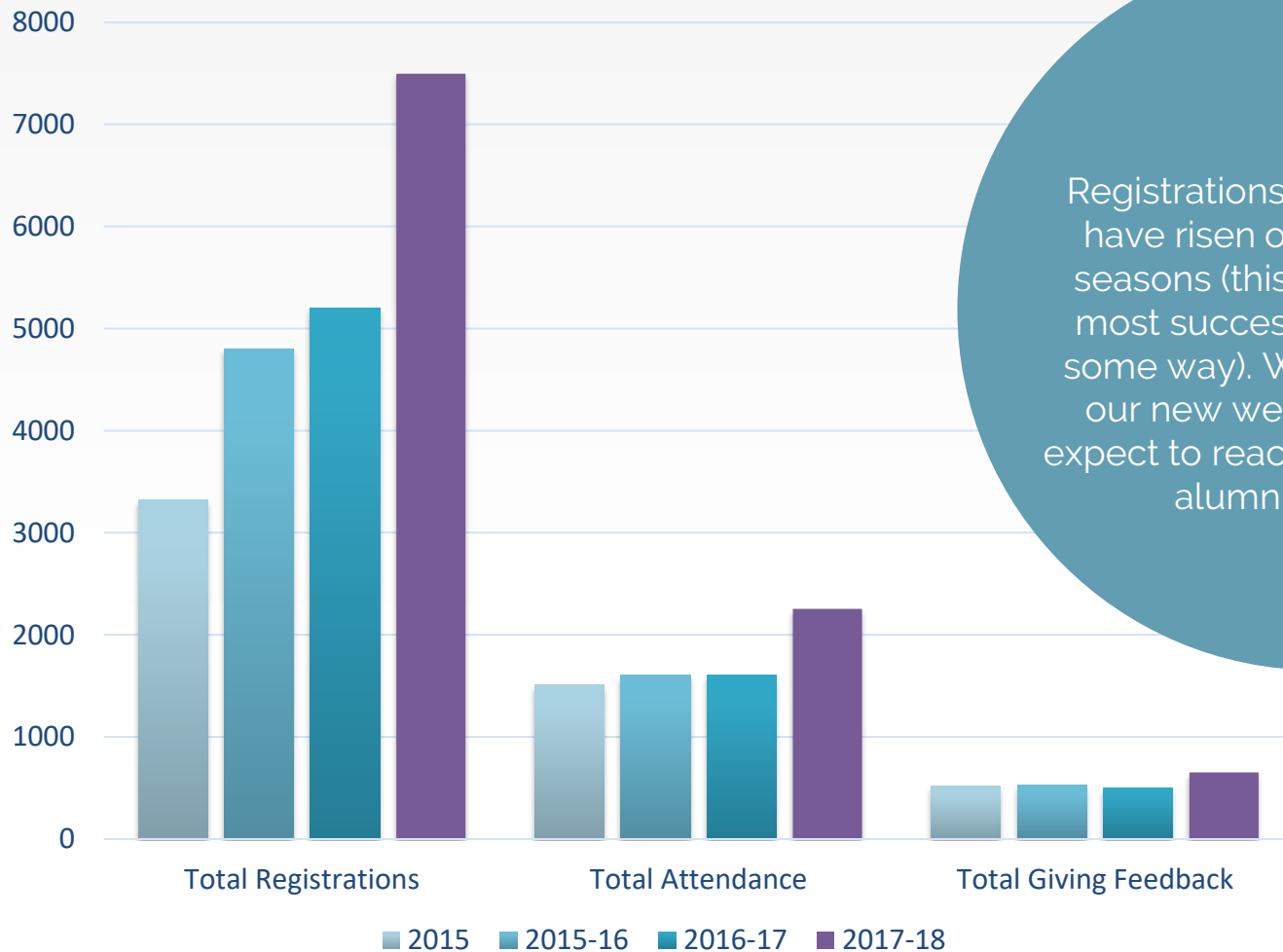


[Designing a Second-Act
Career](#)

with **Claire Harbour-Lyell**
and **Antoine Tirard**

March 8 2018

AUDIENCE CONTINUES TO INCREASE



Registrations, and attendance have risen over the last four seasons (this season was our most successful yet by quite some way). With the launch of our new webinar library, we expect to reach thousands more alumni next year.

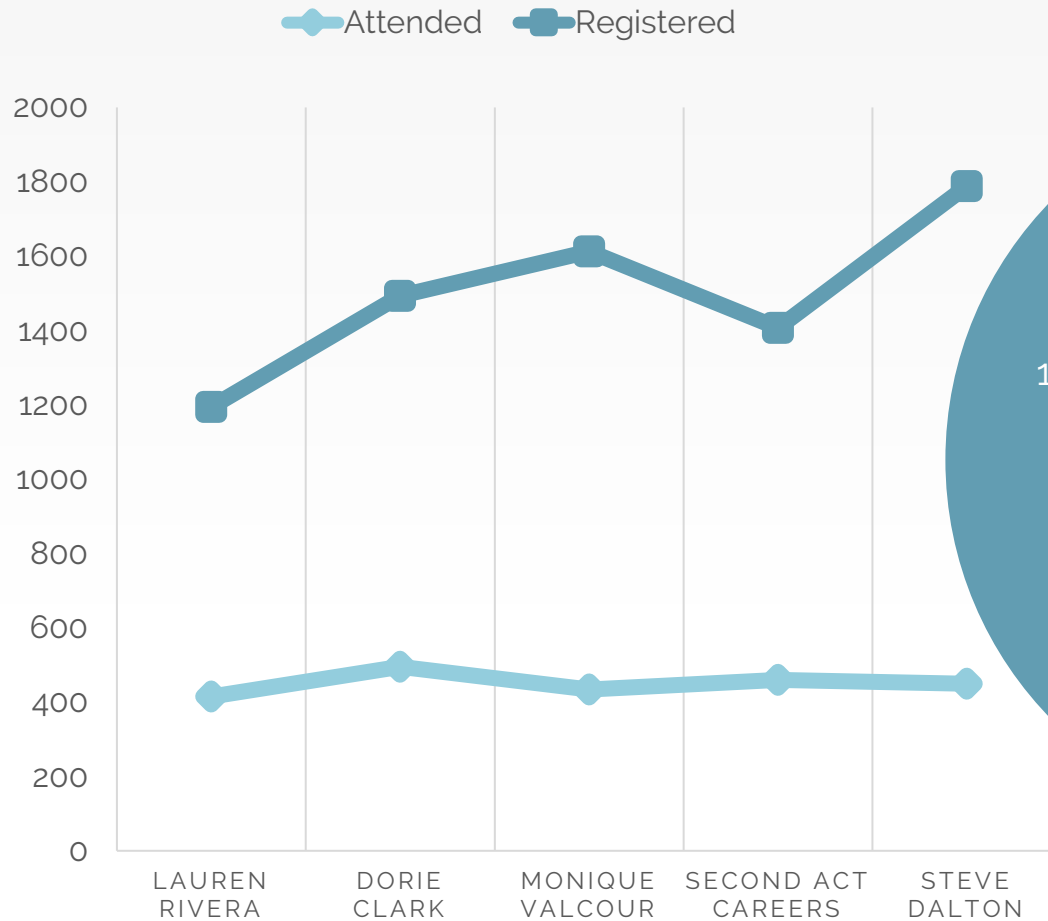
SUPPORT

The 2017-18 series was made possible by the support of our partners:

- Natalie Simpson (London Business School)
- Stella Mantechou, Diane Yelland and Liesbeth van Loock (INSEAD)
- Ana Herranz (IE Business School)
- Sarah Jackson (Warwick Business School)
- Nicola Pogson, Alex Gibbs, Doyin Ajibewa and Joanne Gardner (Imperial College)
- Rachael Harris (Cranfield)
- Katie Francois, Shyla du Cosquer and Tiphaine Boitel (Audencia Nantes)
- Irene Aitkenhead Taylor (Strathclyde Business School)
- Terry Akitt (IMD Business School)
- Fiona Munday and Ayesha Peeran (Open University)
- Sarah Leach, Stephanie Taylor and Naeema Pasha (Henley Business School)
- Julie Blant (Nottingham University Business School)
- Maryane Mwaniki (TRIUM)
- Bettina Semmel and Mai Shimizu (IESE)
- Marta Melo and Cristina Pinto (Lisbon MBA)
- Martina Beermann and Kati Dorsch (HHL)

REGISTRATION & ATTENDANCE

VP



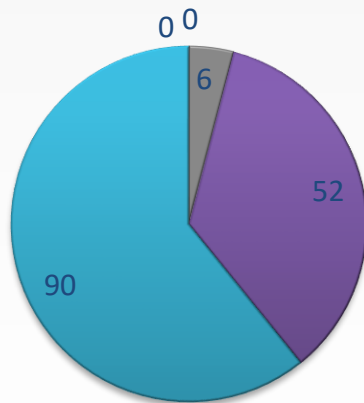
Over five webinars, on average
1499 registered per webinar and
451 attended live.

Compared with 2016-17, total
registrations were up 44%.

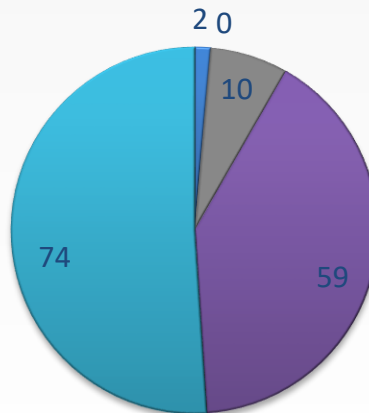
INDIVIDUAL PRESENTER RATINGS

We use a five-point scale to assess our speakers, where 5 is the best score and 1 the worst:
Excellent (5), Good (4), Average (3), Poor (2), Bad (1).

Steve Dalton 4.57



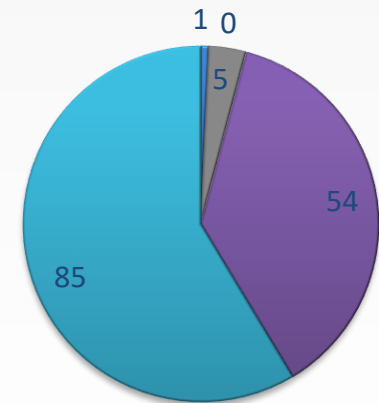
Claire Harbour Lyell 4.40



■ 1 ■ 2 ■ 3 ■ 4 ■ 5

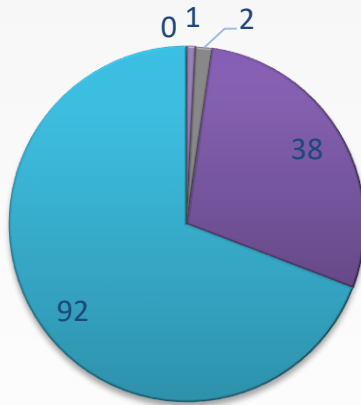


Antoine Tirard 4.53

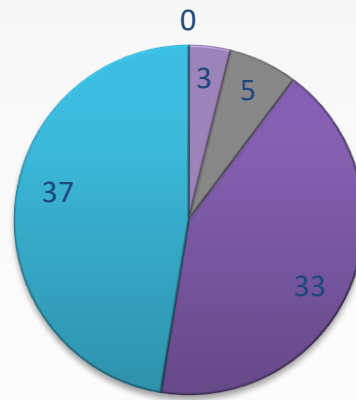


INDIVIDUAL PRESENTER RATINGS

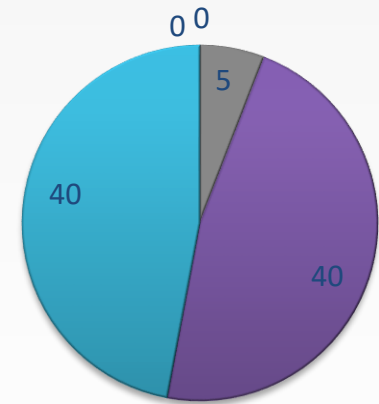
Monique Valcour 4.66



Lauren Rivera 4.33



Dorie Clark 4.41

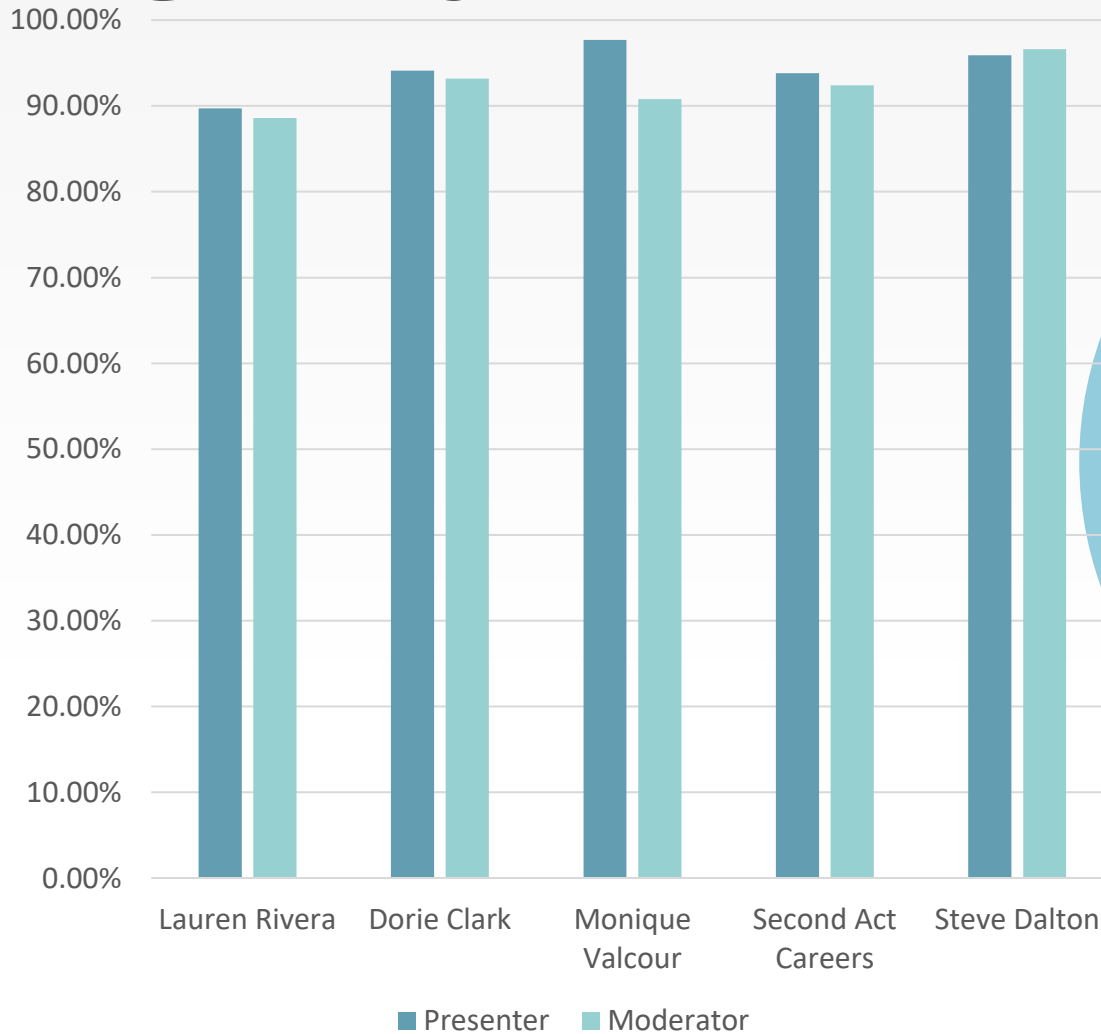


■ 1 ■ 2 ■ 3 ■ 4 ■ 5



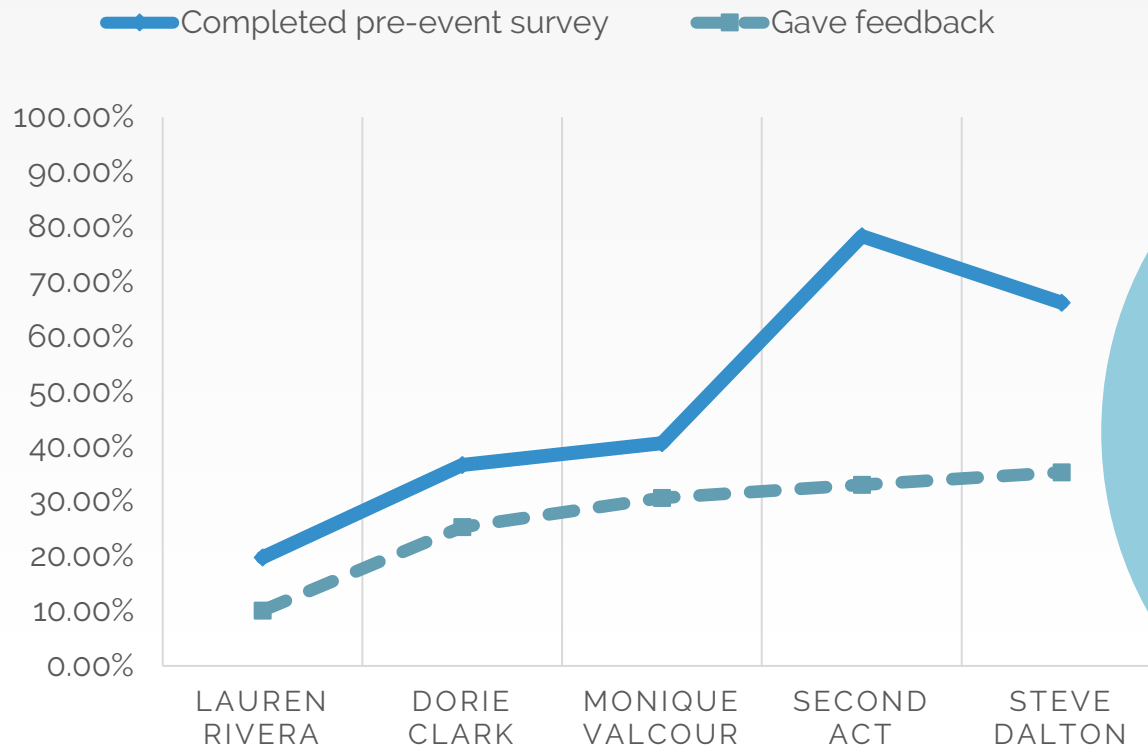
Our presenters receive consistently high scores on this metric.

Individual speakers rated excellent or good by 95%



Individual speakers were rated excellent or good by 95% of attendees.

Survey participation very high



We survey all attendees before and after each webinar.

47% (on average) of those attending completed our pre-event survey

29% of those attending completed our feedback survey.

WHAT PARTICIPANTS LIKED

We had nearly 600 comments on what people liked about the sessions. Positive feedback focused on these areas:



Quality of content

"I hadn't realised that I needed to hear it, but there was enough in the marketing bump to make me compelled enough to register. Once it got going, it was so good!"

Real world advice and practical tips

"The format worked well, the content was good, the presenters made light work of it"
"very interesting and innovative"

Format and interactivity

"Expert interviewee. Clear, straightforward talk - no jargon. Host was good - straightforward, short questions"

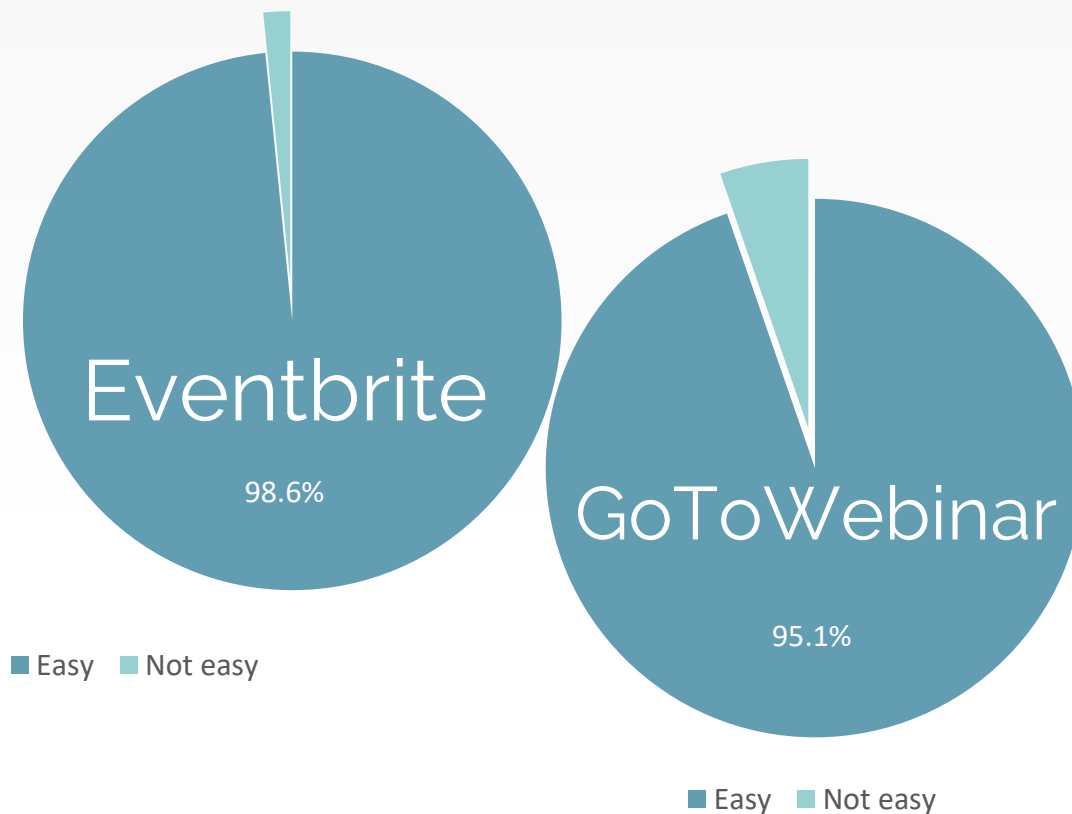
"MORE MORE MORE i could have listened on for another hour."

HOW TO IMPROVE

We always ask for feedback on how we can improve. Most frequent comments were:

- ❖ Nothing to improve (68)
- ❖ More time devoted to answering questions (40)
- ❖ Requests for more examples and practical tips (32)
- ❖ A desire to go deeper into the subject (29)
- ❖ Webinars to be longer in order to accommodate more content and questions (24)

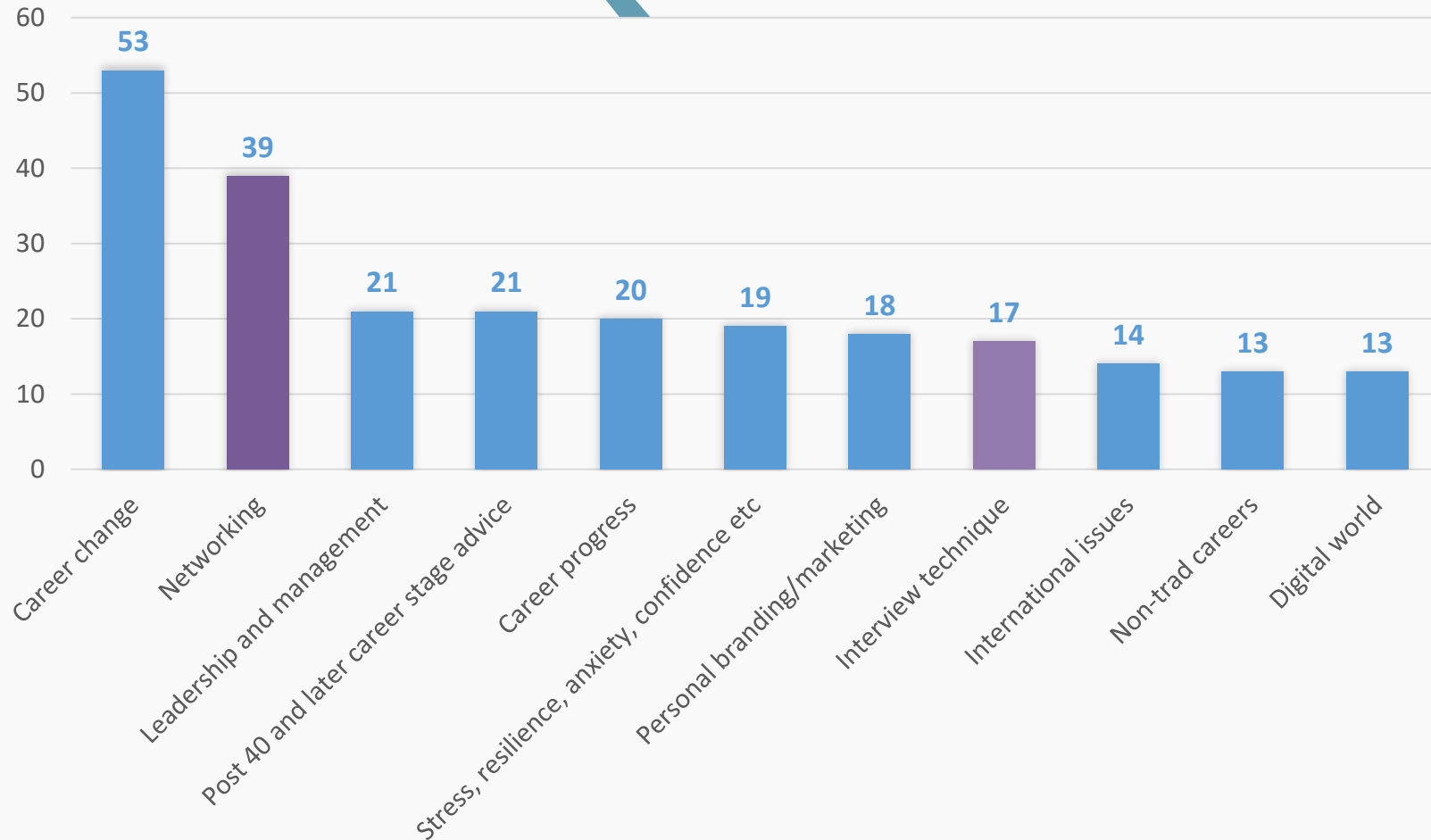
Eventbrite and GoToWebinar very easy to use



Feedback continues to be good for our preferred technology platforms. 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

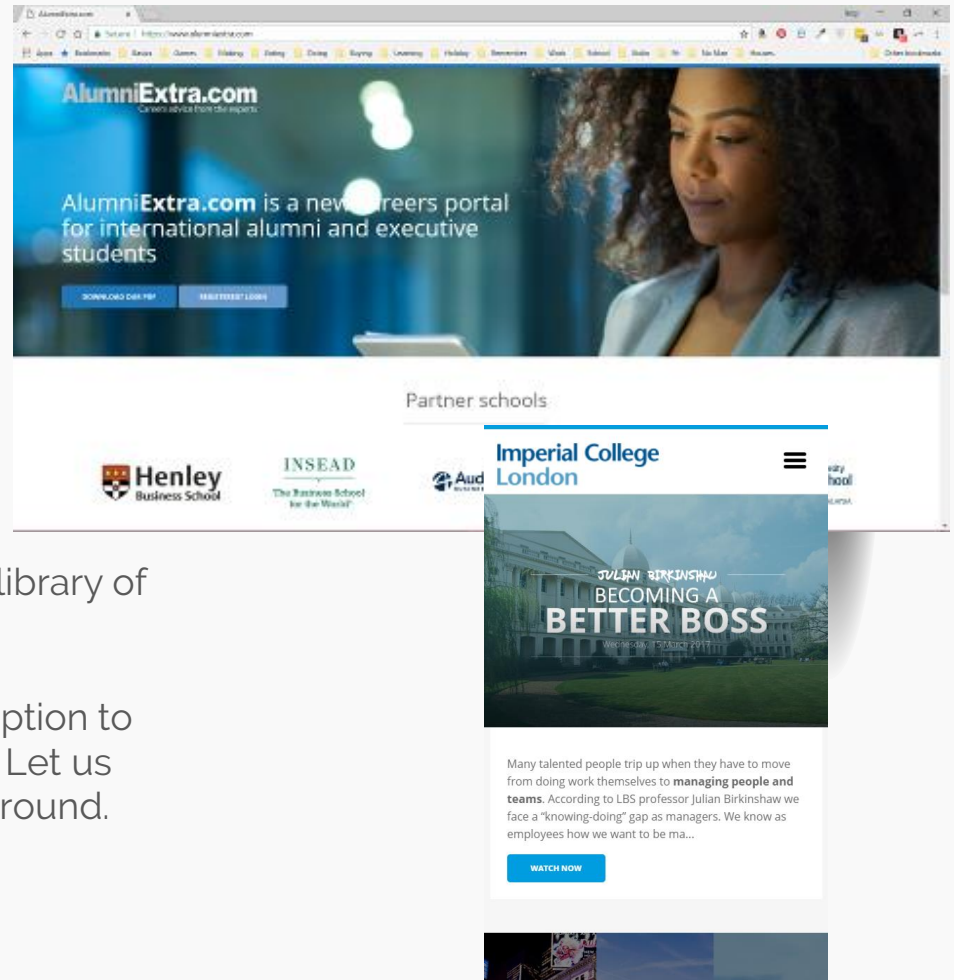


- ❖ The hot topics remain leadership, career change and networking – these have switched positions slightly.
- ❖ Personal branding and interview technique remain popular.
- ❖ Strong interest in wellbeing at work, later stage careers, and the challenges of a global digital economy.

NEW WEBINAR LIBRARY: ALUMNIEXTRA

We launched this year an on-demand library of our previous webinar recordings.

We offer all our webinar partners the option to create their own “white label” versions. Let us know if you would like to take a look around.



2018-19 series - dates

We will again run a series of five webinars.
Our target dates are:

In 2018

November 14
December 6

In 2019*

Feb 6
March 7 or 14
April 4

We will publish a full
schedule during
September 2018

* 2019 dates will be confirmed when full schedule is published

SPEAKERS/TOPICS FOR 2018-19

Our first two webinars will be as follows:



- **Designing your Career**
Dave Evans (Stanford Life Design Lab)

November 14th 2018

How design thinking can help to make career decisions, based on *New York Times* bestseller *Designing Your Life*



- **How Recruiters Use LinkedIn**
(and what candidates need to do as a result)

December 6th 2018

Webinar panel with Dee Clarke (Head of EU Campus programmes, Amazon) and Gabriella Snoeck (Executive Search Consultant)



Three more webinars will follow in February, March and April 2019.