

# Alumni and Student Webinars 2018-19 Series **FEEDBACK REPORT** FOR PARTNERS



# OVERVIEW

2018-2019

5

We held five webinars on career issues between autumn 2018 and spring 2019.

8,000

More than 8,000 alumni and students registered and more than 2,600 attended live.

4.4



Presenters were rated better than 4.4/5. on average

# HOW WE DID

2,646

Attended live (31%  
of registrants)



4.4/5

Average presenter  
rating

90+%

rated individual  
speakers good or  
excellent

661

Completed our  
feedback surveys

# OUR EXPERT PRESENTERS



**Dave Evans** on  
[Designing your Career](#)  
14 Nov 2018



**Steve Dalton** on  
[Tell Me About Yourself](#)  
27 Feb 2019



[How to get found on LinkedIn](#)  
with **Gabriella Snoeck** and



**Dee Clarke**  
6 Dec 2018



[Why Some People Have Great Networks and Some Don't](#)

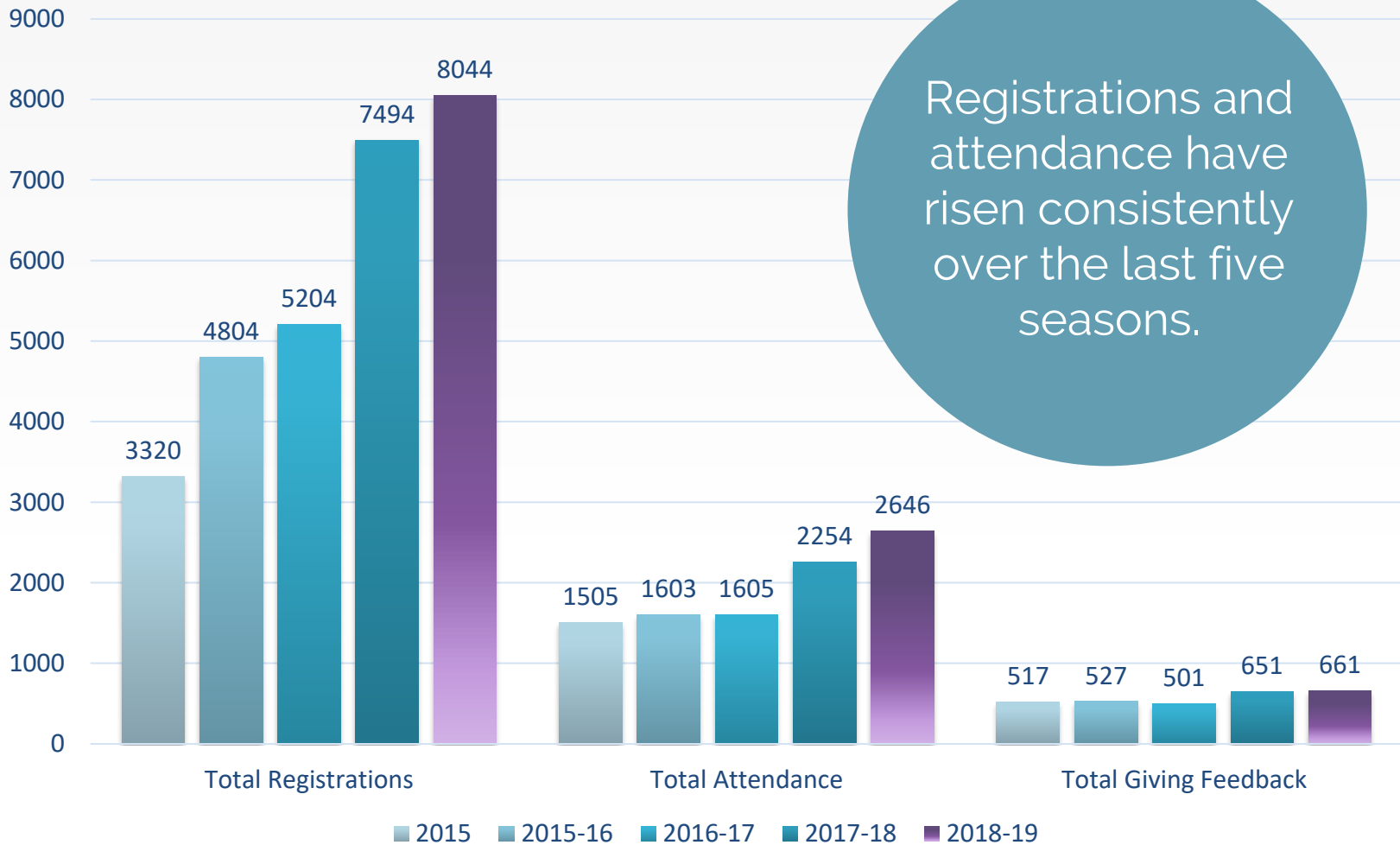


with **Jeffrey Pfeffer** and  
**Dorie Clark**  
15 May 2019



**Daniel Porot** on  
[Finding Work that Fits](#)  
Mar 21 2019

# AUDIENCE CONTINUES TO INCREASE



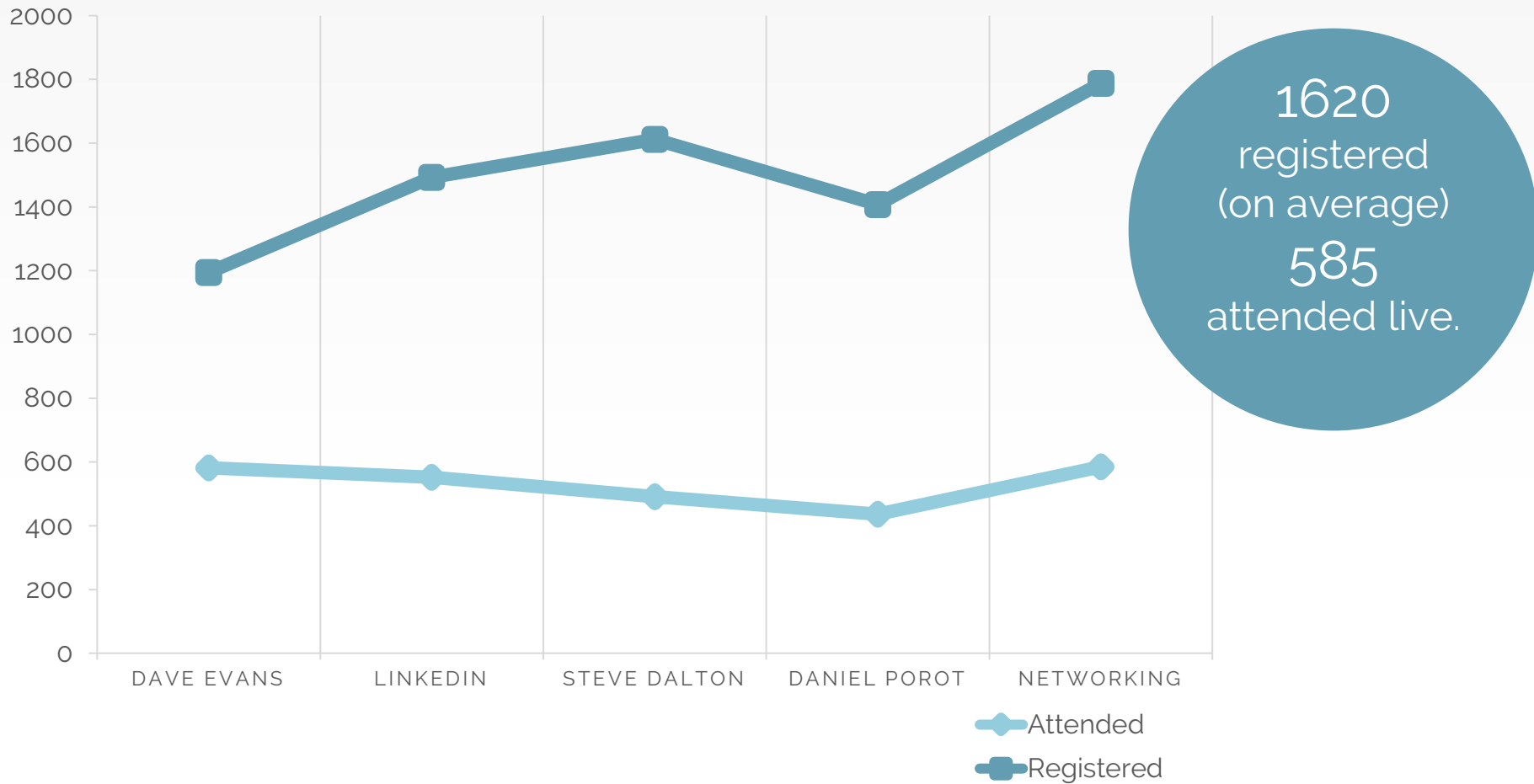
# SUPPORT

The 2018-19 series was made possible by the support of our partners:

- Natalie Simpson (Trium)
- Stella Mantechou, Diane Yelland and Liesbeth van Loock (INSEAD)
- Ana Herranz (IE Business School)
- Joanna Hollingsworth, Elizabeth Bailey, and Jane Charlton (London Business School)
- Sarah Jackson (Warwick Business School)
- Nicola Pogson, Joanne Gardner, Alex Gibbs, Tashiana Langley and Chelcie Ratcliffe (Imperial College)
- Rachael Harris, Laura Robinson and Isobel Kettle, (Cranfield)
- Katie Francois, Shyla du Cosquer and Tiphaine Boitel (Audencia Nantes)
- Irene Aitkenhead Taylor (Strathclyde Business School)
- Terry Akitt (IMD Business School)
- Carys Evans (LSE)
- Sarah Leach, Stephanie Shaw and Naeema Pasha (Henley Business School)
- Julie Blant (Nottingham University Business School)
- Bettina Semmel (IESE)
- Jennifer Borrer (HEC Lausanne)
- Cristina Pinto (Lisbon MBA)
- Martina Beermann and Kati Dorsch (HHL)

# REGISTRATION & ATTENDANCE

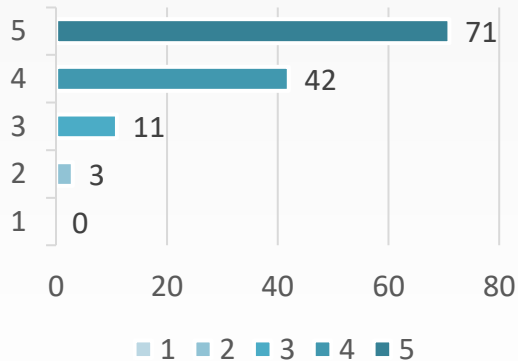
UP



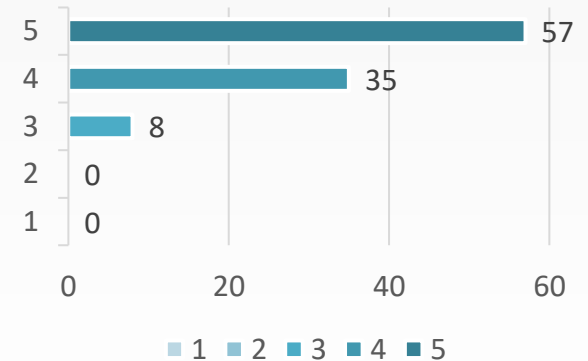
# INDIVIDUAL PRESENTER RATINGS

We use a five-point scale to assess our speakers: Excellent (5) down to Poor (2) and Bad (1). Out of more than 650 feedback responses only 9 people gave presenters a poor or bad rating.

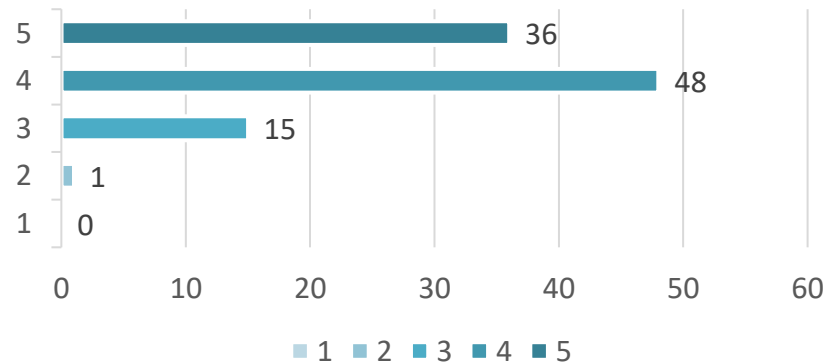
Dave Evans 4.4



Gabriella Snoeck 4.49



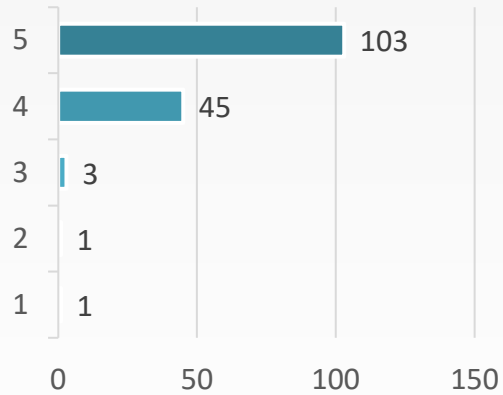
Dee Clark 4.19



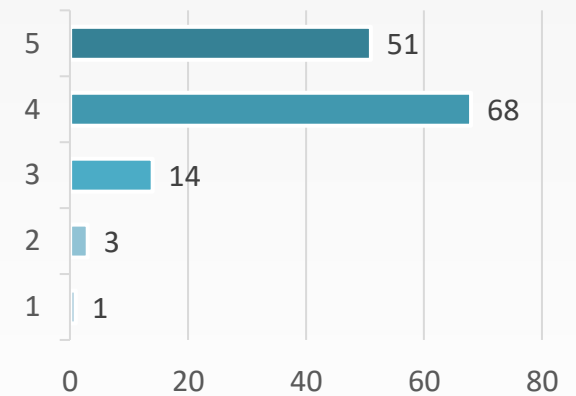


# INDIVIDUAL PRESENTER RATINGS

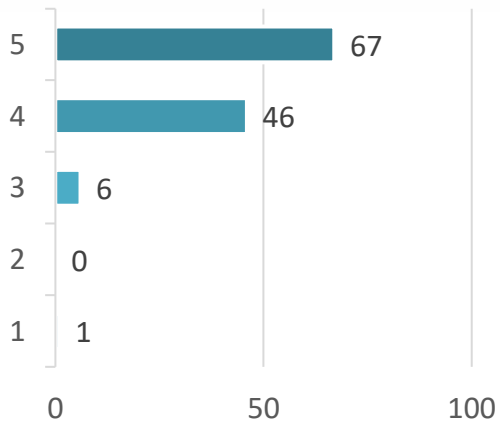
Daniel Porot 4.61



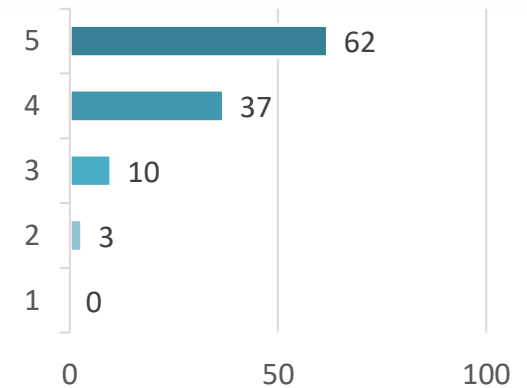
Dorie Clark 4.41



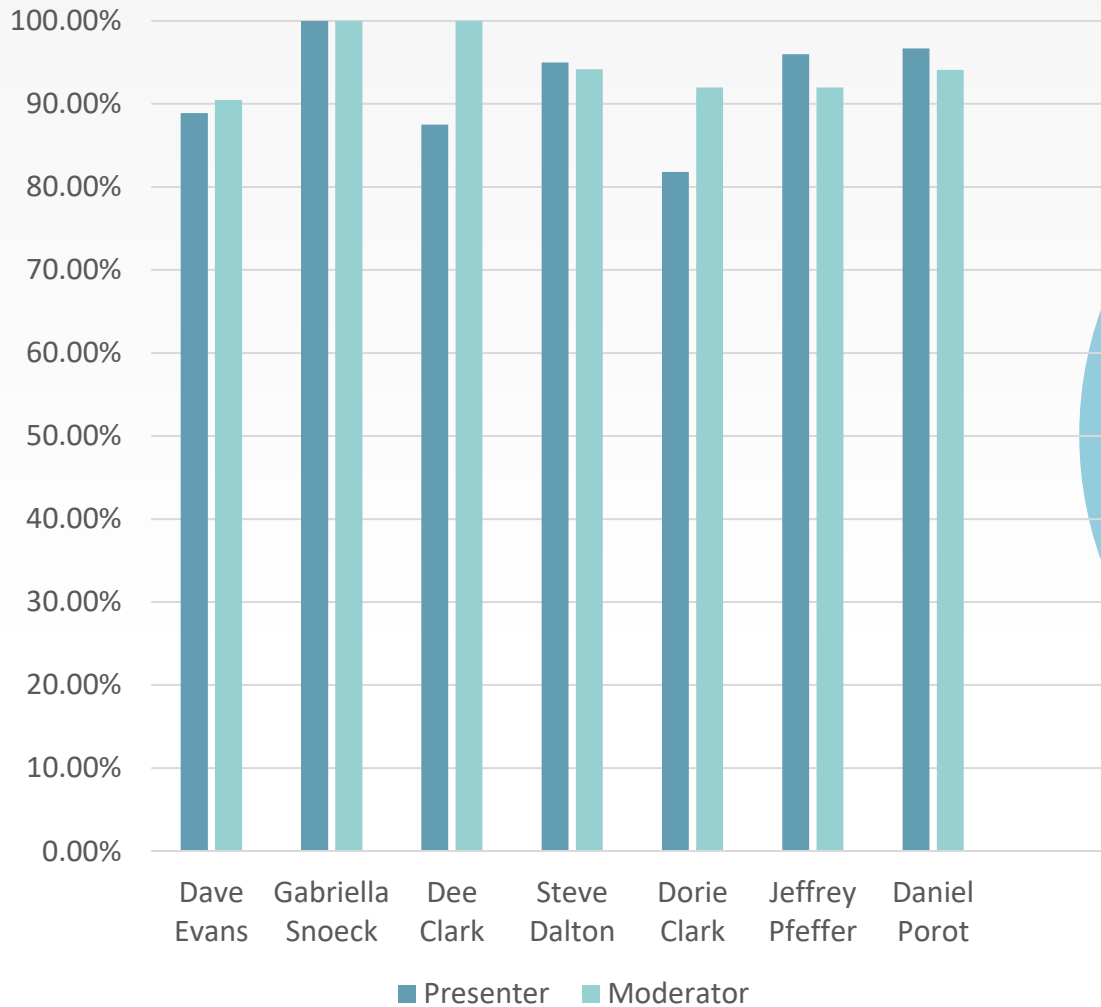
Steve Dalton 4.48



Jeffrey Pfeffer 4.43

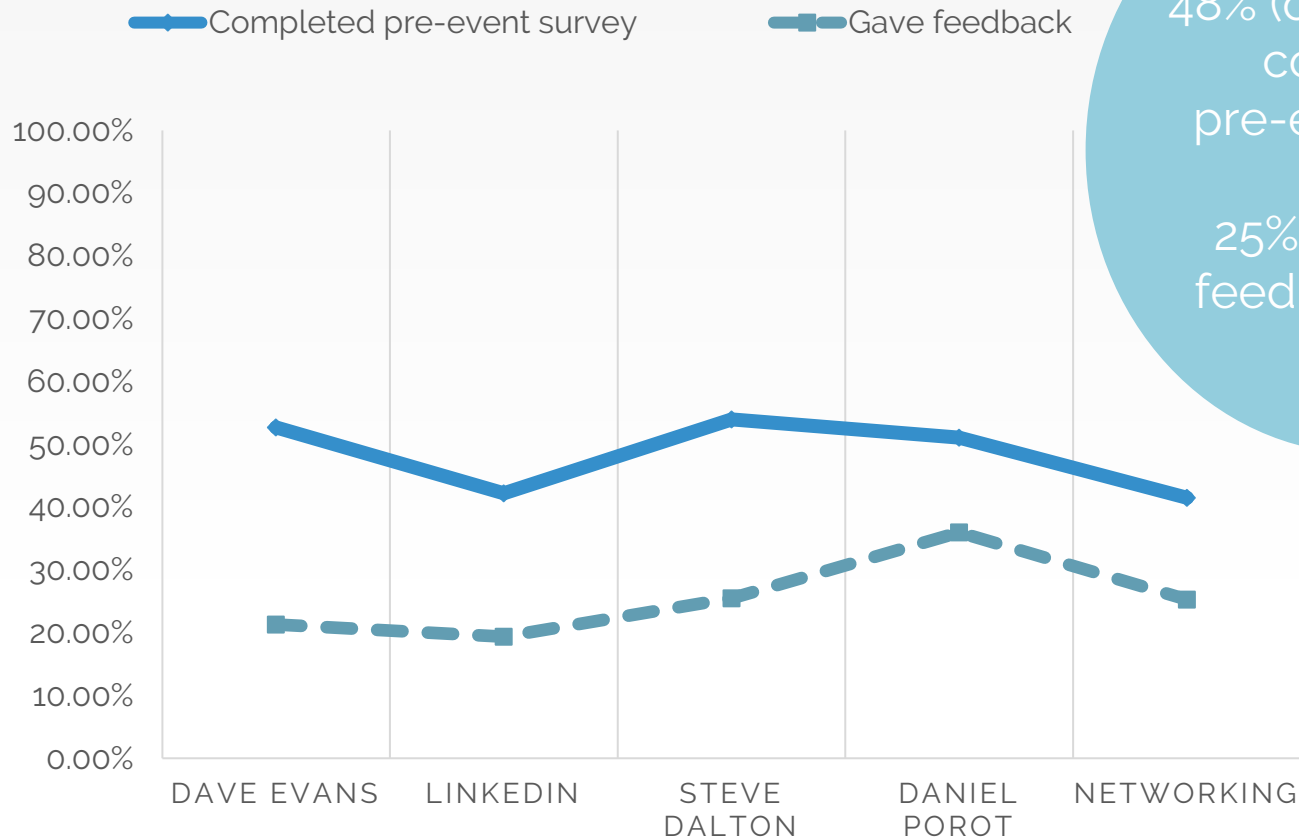


# Speakers and moderator rated good or excellent by 90+% over the series



Individual speakers were rated excellent or good by 91% of attendees.

# Survey participation very high



48% (of attendees\_) completed pre-event survey

25% completed 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

"Thoughtful and practical career advice and suggestions. Thank you!"

"It was very honest and straight and many real examples were given"

Real world advice and practical tips

"It was one of the best webinars that I have attended."

"I think it was well-paced, well-managed with the right presenters. One of the best webinars I've attended in the last four years."

Format and interactivity

"Right up my alley! Challenged me to think and challenge my own thoughts, which I love!"

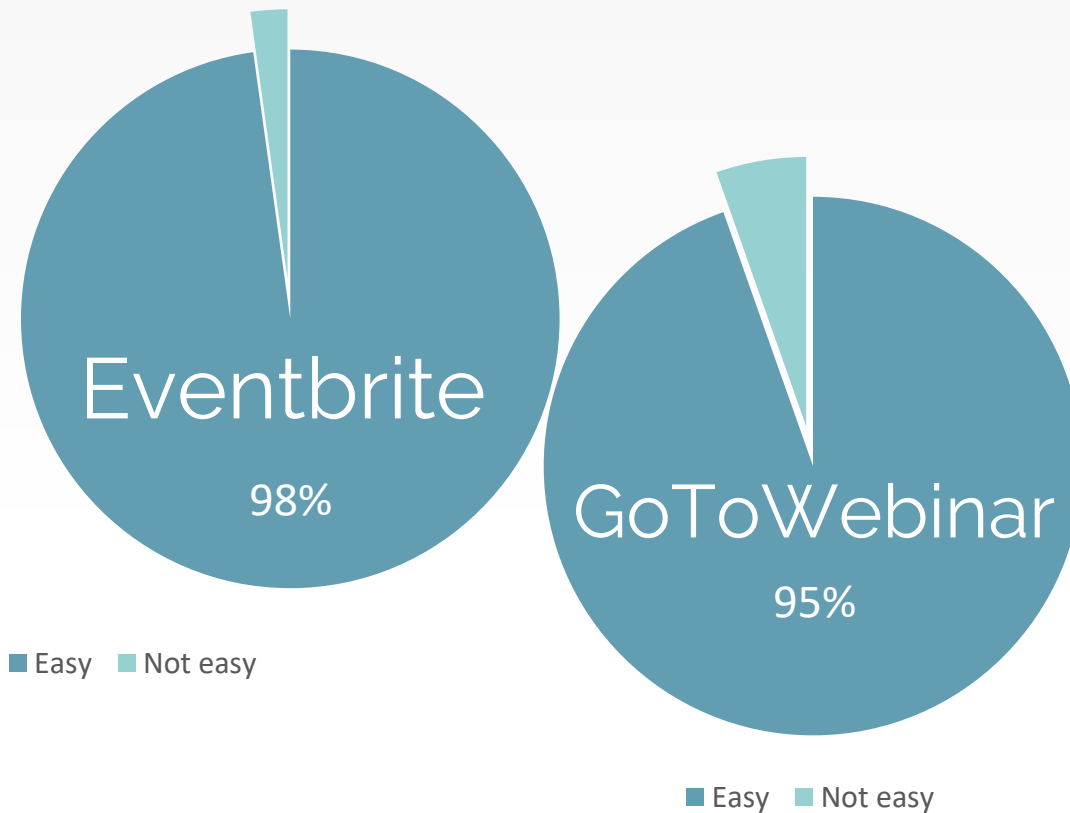
"straight to the point and provided a set of tools to use and think"

# HOW TO IMPROVE

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

- ❖ Content suggestions (46), including requests for industry-specific content.
- ❖ More time (29) to explore the subject more deeply
- ❖ More questions (29) taken by presenters (the Q&A is very popular)
- ❖ Nothing (26)
- ❖ More examples (25) to be given by presenters (real-life examples also very popular)

# Eventbrite and GoToWebinar very easy to use

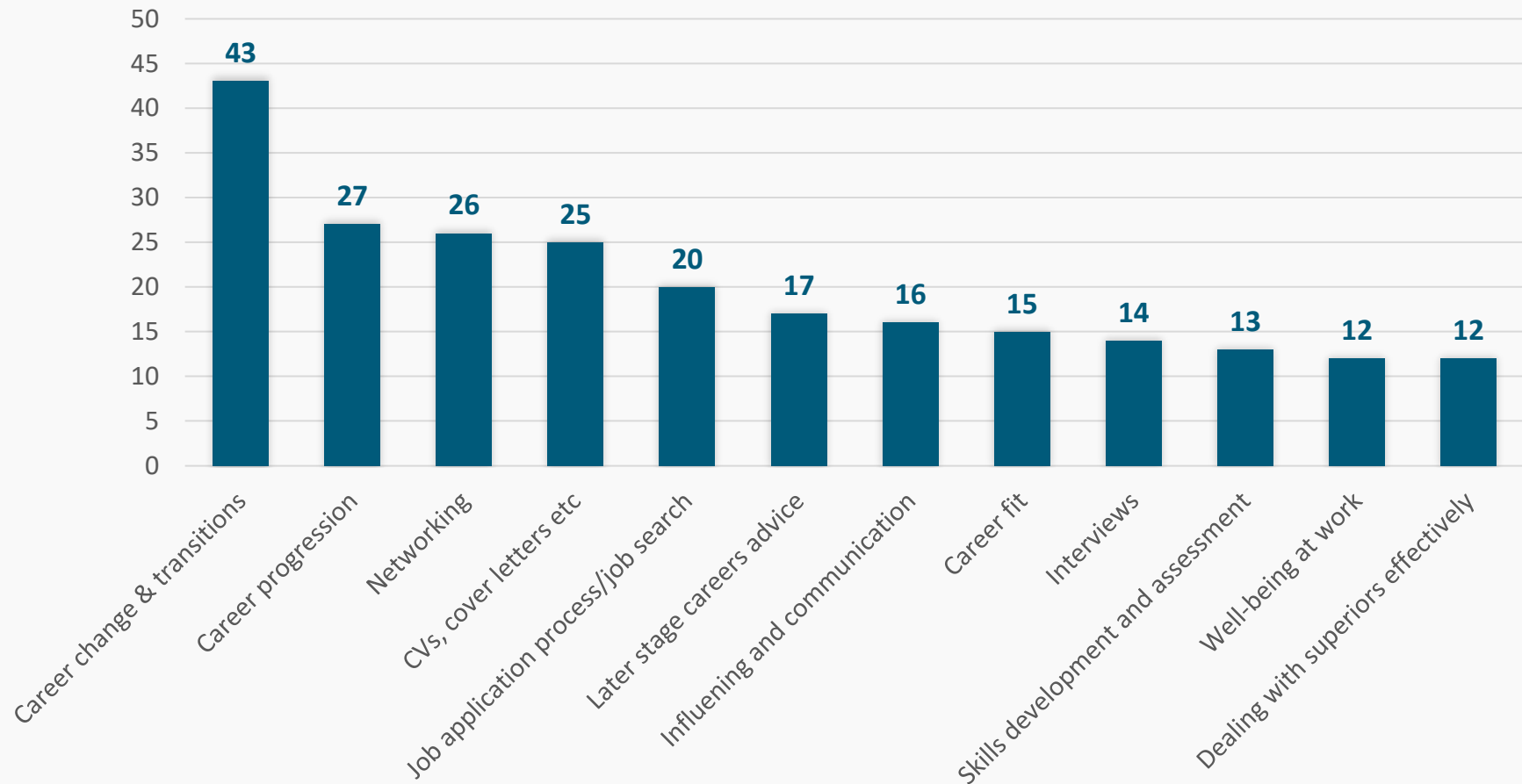


Feedback continues to be good for our preferred technology platforms.

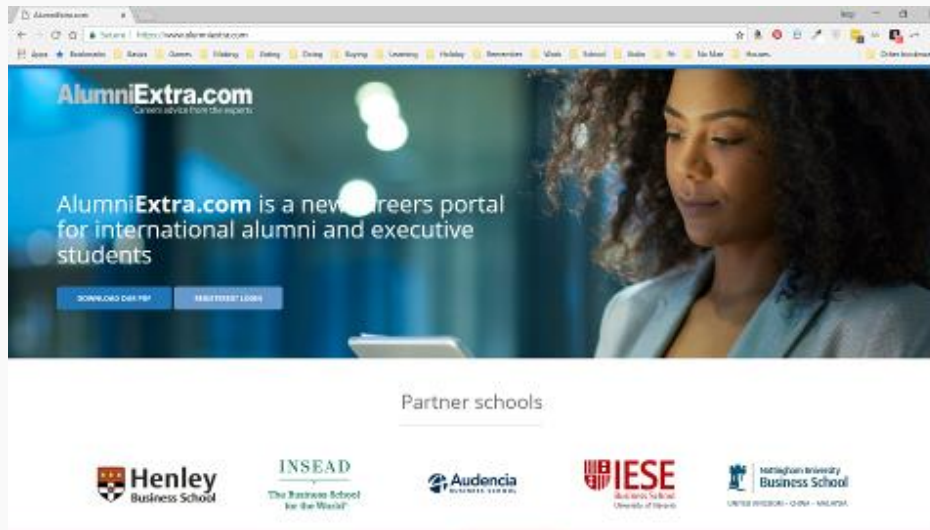
To support attendees we:

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

# TOPIC REQUESTS

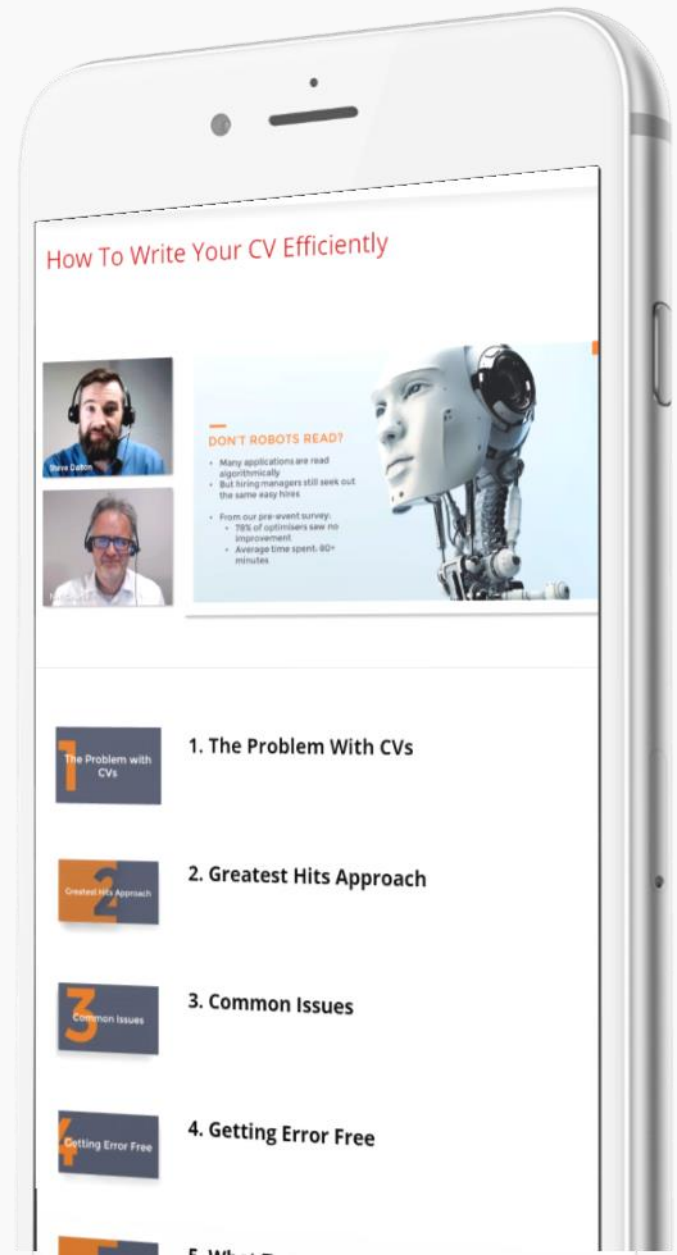


- We continue to see strong interest in career change and networking
- We had lots of requests around fit and skills
- “In work” issues, particularly about progression, getting noticed and dealing with difficult peers and bosses are prominent



# NEW WEBINAR LIBRARY: AlumniExtra.com

- ✓ New online library of careers webinars for Cass 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





# 2019-20 Target dates

We will again run a series of five webinars.

Our target dates are:

**November 2019**

November 6, 7  
or 14

**December 2019**

December 4, 5 or  
11

**February 2020**

February 12 or 13

**March 2020**

March 11, 12 or 18

**April 2020**

April 22, 23 or 29

\* Dates will be confirmed when full schedule is published

# SPEAKERS/TOPICS FOR 2019-20

We are interested in covering the following topics for 2019-20

- ✓ Entrepreneurship as a Career
- ✓ Returning after Career Break
- ✓ Accessing the Hidden Job Market
- ✓ Difficult colleagues, Difficult bosses
- ✓ Video interviews
- ✓ Negotiating workload and flexibility
- ✓ Mid-career renewal
- ✓ Establishing yourself as freelance consultant
- ✓ Radical Career Change
- ✓ Alternative Job Search Methods
- ✓ Working out your own Skills
- ✓ Getting Noticed and Appreciated
- ✓ Avoiding Derailment