

**SENSIBLEMEDIA LTD**

Alumni/Student Webinars

# 2019/20 Series Feedback Report for Partners



# Introduction

Despite the strange circumstances of 2020, we are delighted to be able to share this feedback report from our 2019-20 webinar series.

Highlights include:

- Our highest ever presenter scores, averaging better than **4.6 out of 5**;
- Our largest ever live audience (with **2,900+** alumni attending live);
- Our highest registration for a single event (**over 1,800 tickets**) for Steve Dalton's most recent webinar;
- New data showing for the first time nearly **4,000 catchup viewings of** the webinar recordings.

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 any comments, requests and feedback you might have for us.

We look forward to working more with you in 2021.



**Neil Curtis**

Managing Director,  
Sensible Media Ltd  
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# Overview

2019/20



# 5

We held five webinars on career issues between autumn 2019 and spring 2020.

# 7,656

More than 7,600 alumni and students registered and more than 2,900 attended live.

# 4.6



Presenters were rated better than 4.6/5 on average

# Our Expert Presenters



Monique Valcour  
on [The Mid-Career  
Checkup](#)  
14 Nov 2019



Julianne Miles  
on [Returning to Work  
After a Career Break](#)  
5 Dec 2019



Steve Dalton  
on [How to Connect with  
your Next Employer](#)  
6 Feb 2020



Daniel Porot  
on [Valuing your Past  
Experiences](#)  
5 Mar 2020

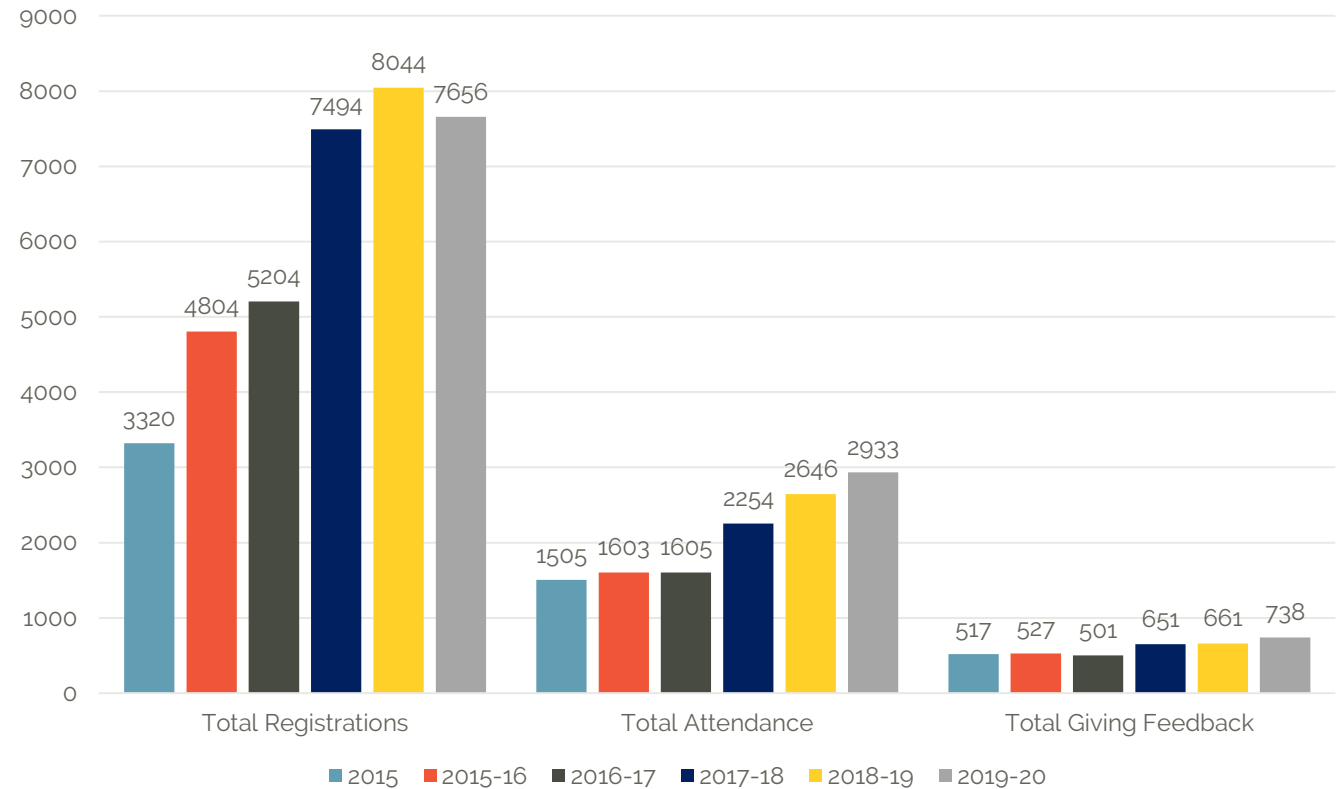


Patrick McGinnis  
with [How to Make  
Good Career Decisions](#)  
22 Apr 2020

# Audience

Largest live audience,  
largest feedback response

Audience  
engagement has  
risen consistently  
over time



# Support

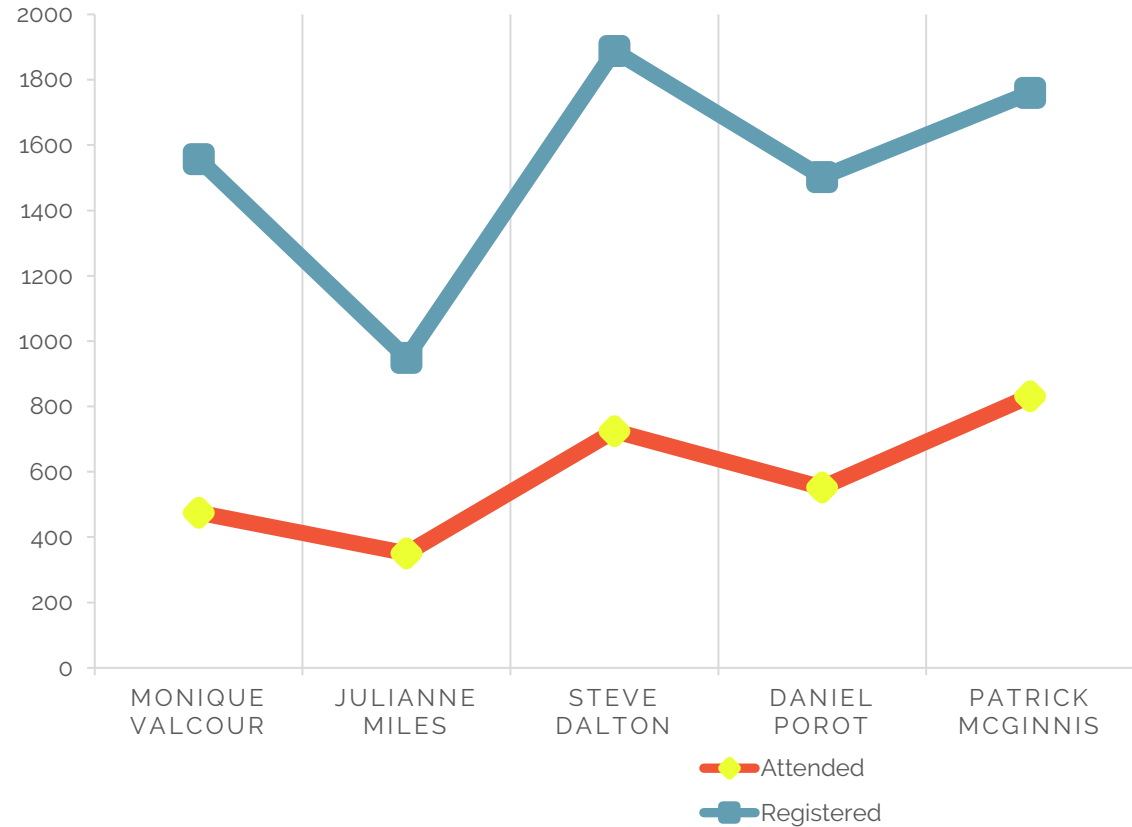
The 2019-20 series was made possible by the support of our partners:



- **Stella Mantechou, Felicia Solomon and Diane Yelland** (INSEAD)
- **Ana Herranz and Carmen Diez** (IE Business School)
- **Mhorag Doig and Freya Evans** (London Business School)
- **Sarah Jackson** (Warwick Business School)
- **Nicola Pogson, Karine Madoian and Tashiana Langley** (Imperial College)
- **Rachael Harris, Laura Walker, Hannah Campbell and Laura Robinson**, (Cranfield)
- **Katie Francois, Shyla du Cosquer and Tiphaine Boitel** (Audencia Nantes)
- **Irene Aitkenhead Taylor** (Strathclyde Business School)
- **Terry Akitt and Dorthe Busk** (IMD Business School)
- **Carys Evans, Hamieda Zakir and Maxine Napal** (LSE)
- **Natalie Simpson** (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)
- **Fei Fang, Sandra Bantwell and Stephanie Pfeiffer** (HEC Paris)
- **Cristina Pinto, Paula Lourenço and Fabio Duarte Silva** (Lisbon MBA)
- **Kati Dorsch and Martina Beermann** (HHL)

# Registration & Attendance

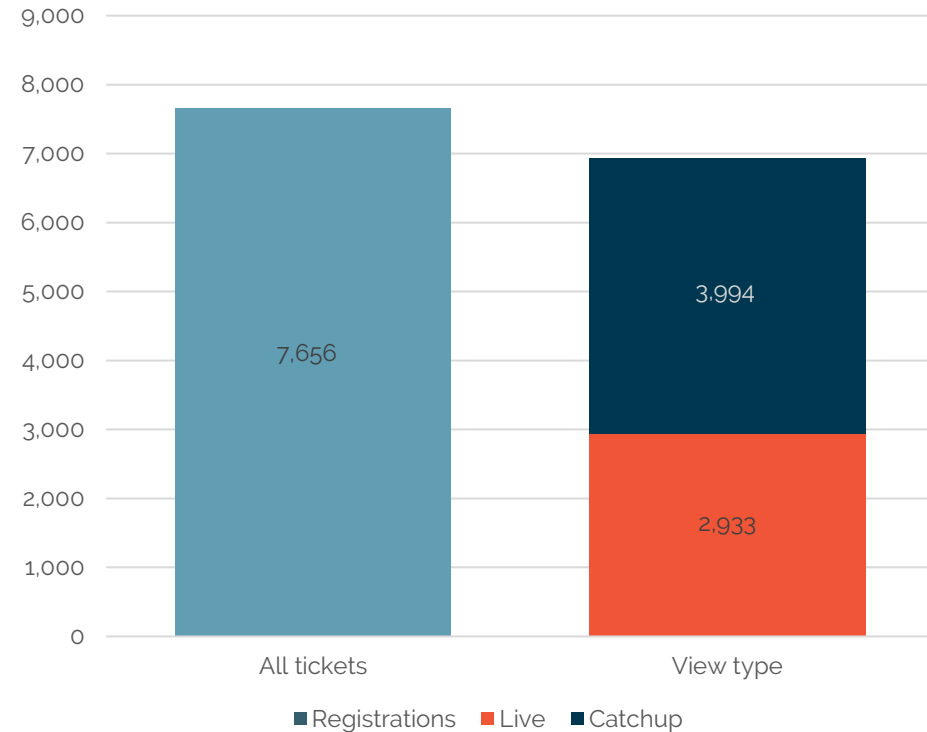
**1531** registered  
(on average)  
**586** attended  
live



# Catch up Views

## Live views vs catch-up views

Total of almost **4,000** catchup views and **3,000** live views



We now provide all ticket holders with lifetime access to **dedicated web page** to view **webinar recordings**.

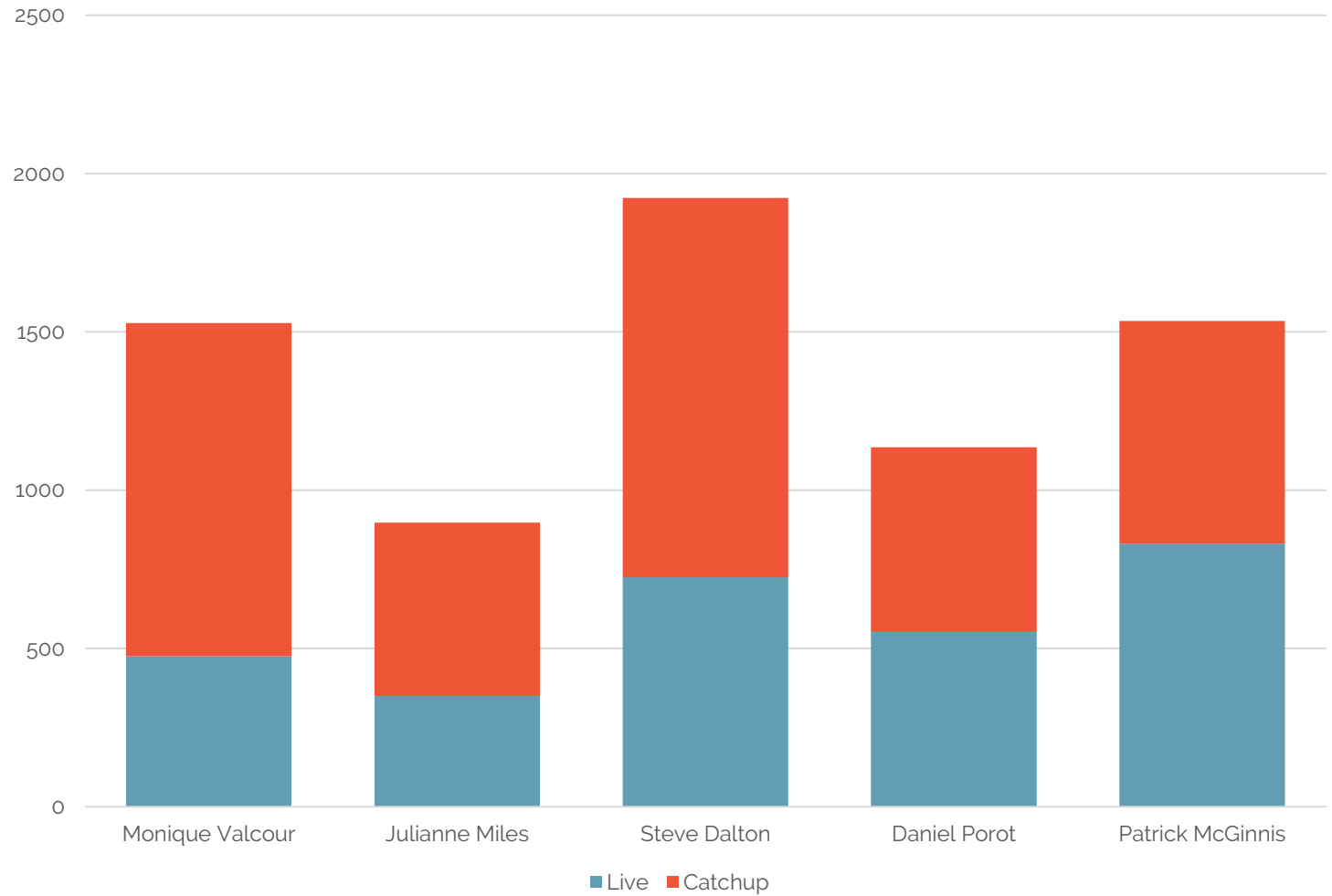
This means we can now track recording views.  
Live and catchup views added up to **more than 90%** of ticket registrations.



# Catch up Views

## By Webinar

Average of almost **800** catchup views and 600 live views



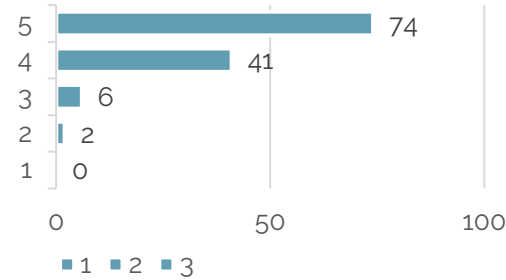
# Individual Presenter Ratings

We use a five-point scale to assess our speakers: **Excellent (5) down to Poor (2) and Bad (1).**

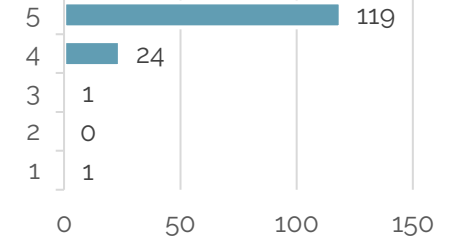
Out of more than 730 feedback responses only 10 people gave presenters a poor or bad rating. Only 31 rated presenters average.



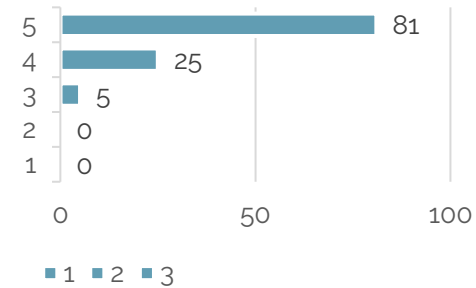
Monique Valcour **4.52**



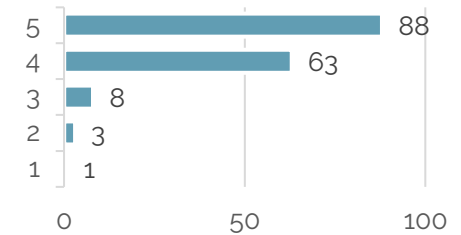
Daniel Porot **4.79**



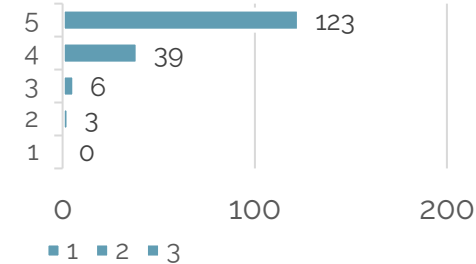
Julianne Miles **4.68**



Patrick McGinnis **4.45**



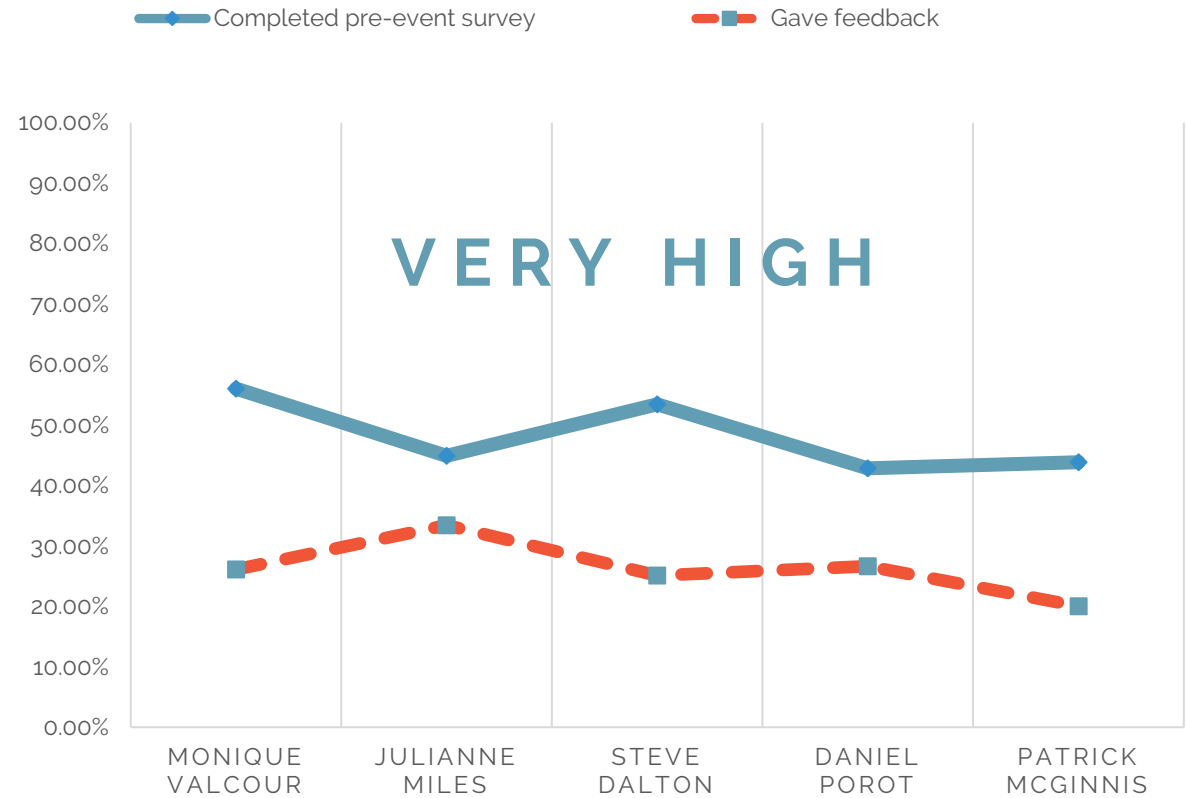
Steve Dalton **4.65**



# Survey Participation

**48%**  
(of attendees)  
completed  
pre-event survey

**25%** completed  
feedback survey.



# What Participants Liked

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

"It was clear and it went right to the point. Practical tips to put in place."  
"Informative, clear, excellent and motivational"

**Interesting & relevant topics**

"It was dynamic - felt like in actual room"  
"Great topic, clear and concise slides for reference and reflection, great speaker and presenter, easy to access, good time of day, lots of very useful information. Thank you!"

**Real world advice plus practical tips**

"Topic very relevant, excellent presentation and hands-on advice"  
"Top quality speaker, valuable content, practical and useful."

**Interactivity & questions answered**

# How to improve

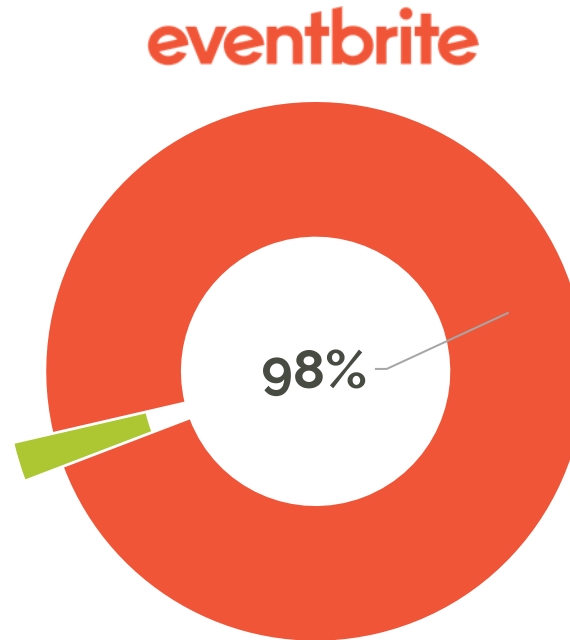
**We always ask how we can improve our webinars. The things that people mentioned most often were:**

- More time, especially in order to answer more questions – the Q&A section is always lively and popular (81)
- Specific issues related to particular content – very frequently a request to delve more deeply into the subject (61)
- Nothing (48) – we like this one!
- Comments/requests about the materials and resources provided – a significant number of these were asking us to send through a recording and the presentation afterwards, which we already do (32).



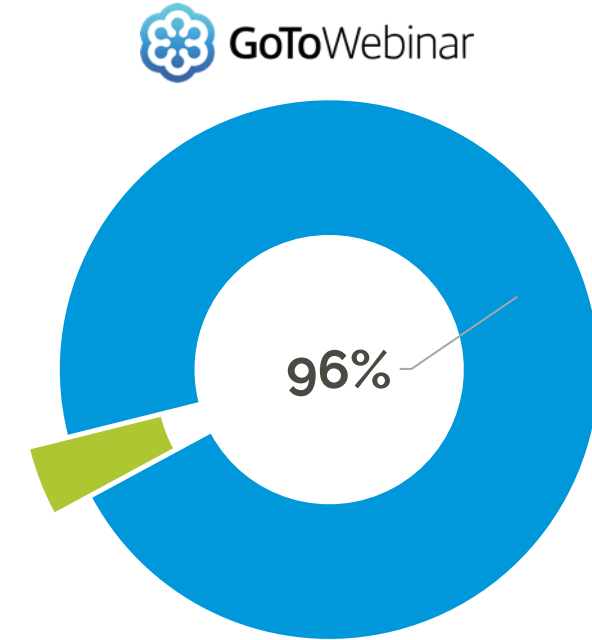
# Ease of Use

## Eventbrite and GoToWebinar very easy to use



■ Easy ■ Not easy

Feedback continues to be good for our preferred technology platforms.



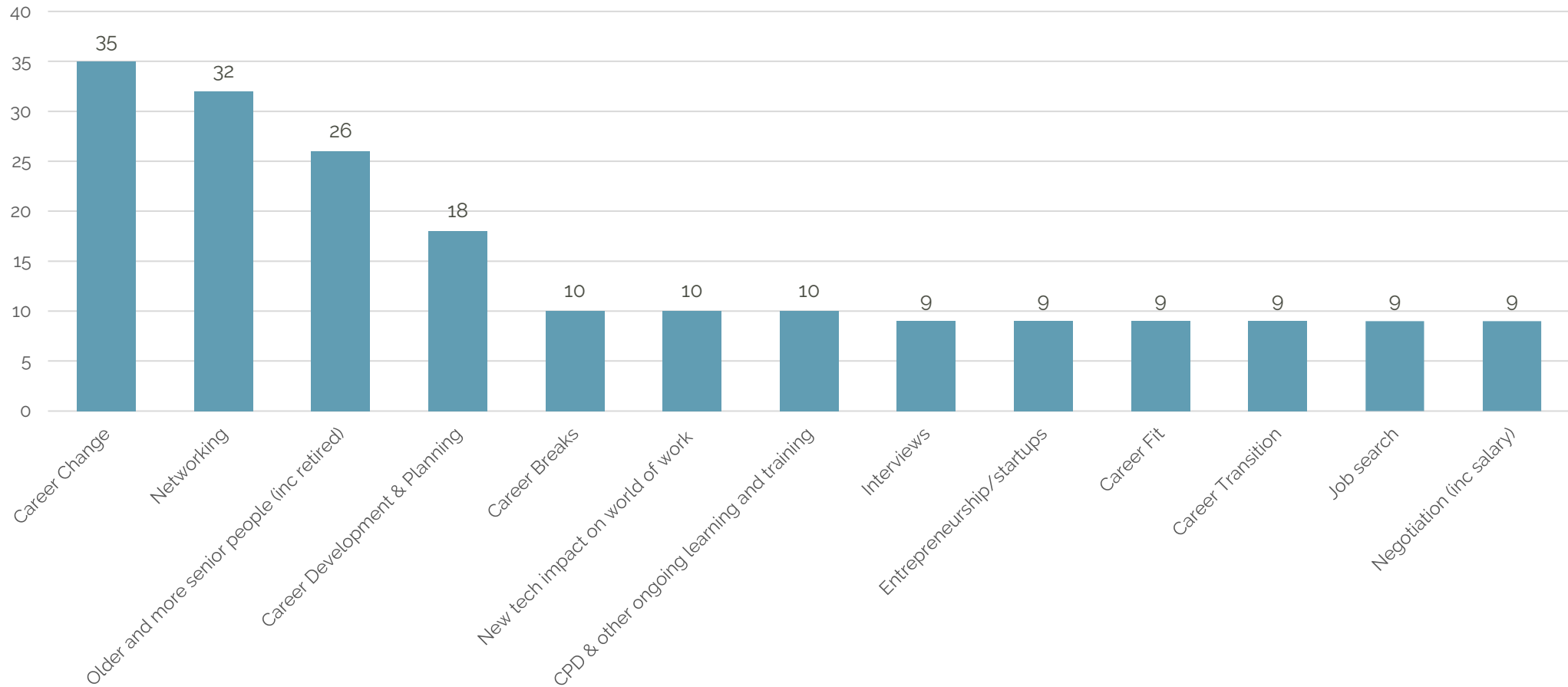
■ Easy ■ Not easy

To support attendees we:

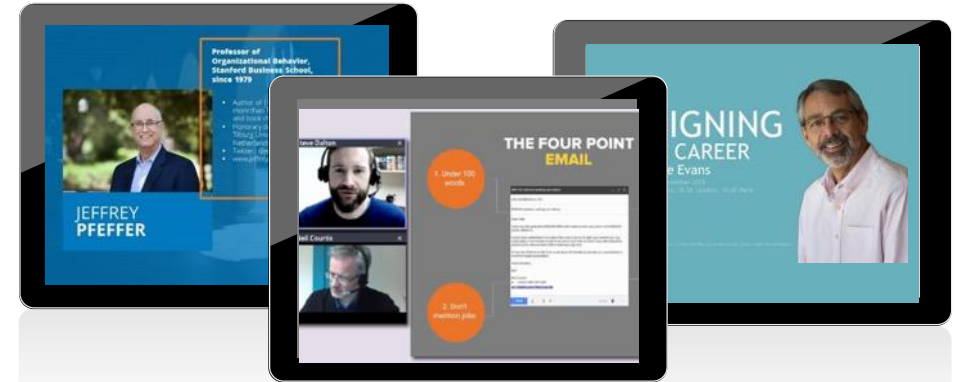
- Offer walkthrough guides to registration and login.
- Provide live support before and during webinars for anyone who needs it.

# Topic Requests

We have seen a lot of interest this year in career planning, transitions and breaks. Older people and later career stages are a rising topic of interest.



# 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**



**SENSIBLE****MEDIA**LTD

## Contact us

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