

Inspiring, insightful and interactive training for student recruitment, widening participation and outreach professionals delivering events for schools and colleges

Tuesday 6 May 2025

Hosted at



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BIRMINGHAM CITY
University

Please note, photography and video may be taken during this event. Please let staff know if you don't wish to appear in this.

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|-------|--|---|
| 09:30 | Registration and refreshments | |
| 09:45 | Welcome and introduction Jon Cheek, Director, UniTasterDays | |
| 09:50 | The power of connection – building trust with prospective students from all backgrounds Steven Russell, Director of Elements Support CIC & Elements Education and Training |  |
| 11:20 | Morning refreshments | |
| 11:40 | Your institution's secret weapon? How to show your university's leadership team the value of your outreach activity Penny Eccles, CEO and Founder of Marketing Partnership |  |
| 12:45 | Lunch | |
| 13:30 | Financial education for young people: how can you best support the students of tomorrow? Danielle Coe, Chief Operating Officer at Blackbullion |  |
| 14:30 | Afternoon refreshments | |
| 14:50 | How to create emails which are opened, read, and actioned Simon Fairbanks, Head of Community Engagement at UniTasterDays |  |
| 15:45 | Closing remarks | |
| 16:00 | Networking drinks Complimentary drinks | |
| 17:15 | Finish | |



Your sessions



Steven Russell

Director of Elements Support CIC & Elements Education and Training

The power of connection - building trust with prospective students from all backgrounds

- Drawing on his own lived care experience, Steven will offer practical insights to help participants engage with the 5 elements of connection - patience, presence, creativity, curiosity, and authenticity.
- Through his personal story, Steven will showcase the real-world impact that these elements can have in creating trust, mutual understanding, and lasting relationships.
- You will leave equipped with practical strategies and reflective practices to strengthen your connections, promoting growth, resilience, and positive change.



Penny Eccles

CEO and Founder of Marketing Partnership

Your institution's secret weapon? How to show your university's leadership team the value of your outreach activity

- In this session, Penny will remind us of the real value of outreach activity to any institution's bottom line and will help you to think differently about how you track and follow up your activities.
- Penny will share her career journey from her first HE outreach role, along with how she has learned to influence and persuade Executive teams to grow their outreach functions. If you're looking for a session to help you communicate the value of strategic outreach activity – this is it!



Danielle Coe

Chief Operating Officer at Blackbullion

Financial education for young people: how can you best support the students of tomorrow?

- Finance is an ongoing barrier to higher education, and this has escalated further in the current cost-of-living crisis.
- This session will provide insight into how this generation handles their finances, and how money influences their behaviour when it comes to making their future choices.
- You will learn how young people perceive the concept of budgeting based upon recent Blackbullion research. In doing so, you will broaden your understanding of the lifestyle of today's young people, and the potential students of tomorrow.



Simon Fairbanks

Head of Community Engagement at UniTasterDays

How to create emails which are opened, read, and actioned

- In a world of overflowing and overwhelming inboxes, we need to make every email as effective as possible to help engage students, parents, teachers, and colleagues.
- This energising, interactive session offers a refresher on digital engagement best practice, perfect for both experienced and new email professionals alike.
- You'll discover how to write compelling subject lines, enhance readability, increase accessibility, inspire action, and write with care and flair.

Join us for our next training day on Tuesday 23 September in Birmingham!

You'll discover how to...

- Guide students through the pressures of picking pre and post-16 pathways
- Build bridges with teachers and advisers across multiple schools
- Protect your wellbeing during busy seasons of outreach work
- Use your voice to engage, inspire, and educate students

Your speakers will include GCSE Boost founder Junior Saunders, Level 6 careers adviser Jessica Pieri, HE veteran Simon Fairbanks, and LAMDA acting coach Molly Parker.

Book your place at [UniTasterDays.com/Training](https://www.unitasterdays.com/training)

