

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

Tips for Before, During, and After School and College Events

Hosted at The



Please note, photography and video will be taken during this event. Please let staff know if you do not wish to appear in this.

09:30	Registration and Refreshments	
09:45	Welcome and Introduction Jon Cheek, Director	
09:50	Building connections with students to manage classroom behaviour: the power of language and empathy Hannah Simnett, Director and Founder, Cherished UK	
11:20	Morning Refreshments	
11:40	Mastering multimedia: tips for using words, images, audio, and video in your school and college sessions Annabell Lamba, Head of Marketing and Communications at King Edward's School, Jon Cheek, Founder of UniTasterDays and Simon Fairbanks, Higher Education Consultant at UniTasterDays	
12:30	Lunch	
13:15	Collaboration is key: tips for partnering with academic colleagues to boost your delivery offer Annabell Lamba, Head of Marketing and Communications at King Edward's School and Simon Fairbanks, Higher Education Consultant at UniTasterDays	
14:20	Afternoon Refreshments	
14:40	Preparing students for their pathways after school – key findings from our summer survey Jon Cheek, Founder of UniTasterDays	
15:00	Strategies to control nerves, stress, and anxiety when delivering university presentations and workshops Will Crawford, Founder and Director of quietnote	
15:50	Closing Remarks	
16:00	Optional Networking Drinks Complimentary alcoholic and non-alcoholic drinks will be available. Please keep your lanyard on to order from the bar.	
17:00	Finish	



Our Experts



Hannah Simnett
Director and Founder, Cherished UK

About Hannah

- Hannah Simnett is an award-winning leader, speaker and influencer. She founded Cherished UK, a charity which meets the attachment needs of children through its connection-based mentoring, courses and groups at the age of just 18 years old, in response to her own personal experiences and seeing the attachment needs of students not being met.
- Hannah has trained more than 5,000 professionals on the front lines of our community. This includes police officers, children's charities, social and support workers and educators. She believes connection, kindness and empathy are the ingredients that every educator needs in order to get the best results with children and young people.
- Fast forward to 2024 and Hannah and members of the Cherished UK team were at Buckingham Palace to collect the King's award for Voluntary Service.

Building connections with students to manage classroom behaviour: the power of language and empathy

- Connection, kindness and empathy are the ingredients that every educator needs in order to get the best results with children and young people. Tips on how to create that will be presented during this session, with a focus on the power of language and empathy.
- The session will bring passion, creativity and experience to help you navigate tricky situations you may encounter with the young people you are working with. The workshops will be creative, hands-on, honest and real. Ensuring you feel empowered, encouraged and equipped to face any session you deliver in the future.



Mastering multimedia: tips for using words, images, audio, and video in your school and college sessions

- A showcase of the communication mediums at our disposal. Each can be used to advance our student recruitment, outreach, and widening participation activity. Gain top tips and strong examples from the education sector, utilising audio, video, images, words and even interactive clickers.

Collaboration is key: tips for partnering with academic colleagues to boost your delivery offer

- Academic colleagues are a goldmine of content. Their teaching, discoveries, and adventures can offer a treasure trove of stories to inspire our audiences. Partnering with academics can help us achieve our goals in student recruitment, outreach and widening participation. But do we? Or are we too sceptical, dismissive, and wary of our academic colleagues? Do we tell ourselves that academic colleagues and student recruitment professionals are incompatible?
- This session will offer you tools and tips to enable you to overcome any barriers, or perceived barriers, and forge winning collaborations. Teamwork makes the dream work.



Annabell Lamba
Head of Marketing and Communications at King Edward's School

About Annabell

- Annabell is an experienced marketer within the education sector and is passionate about the different ways to impact and connect with inquisitive minds in our ever-changing world.
- In 2022, she joined two of the top independent schools in the West Midlands as Head of Marketing and Communications. Prior to working within the school sector, Annabell worked within a variety of marketing and recruitment roles including faculty, international and postgraduate at Birmingham City University and the University of Birmingham. She loves nothing more than delighting her audiences with creative and engaging campaigns.
- Outside of work, Annabell enjoys volunteering and mentoring recent university graduates. Her favourite hobbies include taking photos and videos for Instagram, playing tennis, and running.



Simon Fairbanks
Consultant, UniTasterDays

About Simon

- Simon has over 15 years of experience in the education sector. This includes student recruitment, marketing, and events roles at four different universities in the UK: Nottingham, Birmingham, Warwick, and Coventry.
- Simon has also worked at Pickle Jar Communications, a content strategy consultancy for the international education sector. He helped schools, colleges, and universities share their stories through digital communications.
- Simon is an international speaker. He has spoken at a variety of conferences, including CASE, ContentEd, EFMD, IDPE, FindAUniversity, HELOA, HighEdWeb, SU Digital, and Utterly Content. He was Chair of the Newcomers Track at CASE Europe Annual Conference from 2020 to 2023.
- As a published author, Simon is particularly interested in storytelling in the education sector. He spends his free time reading, writing, running, and finding new ways to make his children laugh.

Strategies to control nerves, stress, and anxiety when delivering university presentations and workshops

- As we find ourselves in turbulent times across the world, finding ways to support our well-being and mental health is extremely important. This workshop will help you gain a better understanding of the practices of mindfulness, as well as inspire, improve skills, heighten focus, and boost performance.
- This hands-on session will see participants working with traditional mindfulness practices and other techniques to explore how these practices can help us relax, manage stress and anxiety, calm our busy minds, and manage situations, such as presentations and workshops in schools, or at your campus, where you may find yourself out of your comfort zone.
- The session begins with an introduction and open conversation about mindfulness and how it can have a positive impact on our well-being and mental health. This is followed by an introduction to breathing exercises and other techniques to help calm and centre the mind. Mindfulness is not all about relaxation and 'inner peace'; it's also about heightening our senses, focusing our minds, and improving our skills. This session is here to do exactly that.



Will Crawford
Founder and Director of quietnote

About Will

- Will is the Founder and Director of quietnote, a UK based company which helps people better understand mindfulness all through music.
- Will studied at the Royal Birmingham Conservatoire where he graduated with a first class honours degree in 2021. As well as the UK College of Mindfulness Meditation to become a fully qualified mindfulness teacher. Since the start of 2022, Will has held a position on the Future Faces Chamber of Commerce Executive Committee.

