

ALUMNI / EXECUTIVE STUDENT CAREERS

WEBINARS FOR 2016-17





OUR CAREERS WEBINARS

Sensible Media produces webinars with some of the world's leading career experts for a group of European and international universities and graduate schools.

Partners for our 2015-6 series included London Business School, INSEAD, IMD, Warwick Business School, Trium, IE Business School, Cranfield University, Leeds University, Imperial College, Audencia and others.

All of the topics covered address the concerns of working professionals: alumni and executive/part-time students who are not regularly on campus and not easy to reach face-to-face.

More than 4,800 alumni and students registered for our 2015-6 series and we had more than 500 feedback surveys completed. More than 95% of those giving feedback said they would recommend the webinar they attended to a friend.

Each year we aim to address the issues which participants raise as being most important for their careers and professional development.

Based on feedback from participants in 2015-6, this year we will cover topics including personal branding, international and portfolio careers, becoming a better manager and dealing with power and politics in the workplace.





WORLD CLASS EXPERTS

Some of the experts and speakers who have presented webinars for us include:



Professor Jeffrey Pfeffer

Legendary Stanford academic on office politics



Carol Fishman Cohen

Founder of iRelaunch on returning to work after a career break



Dr Michael Watkins

Author of The First 90 Days on how to make a good start in a new role



Steve Dalton

Author of The 2-Hour Job Search on how to network your way to interviews



ProHerminia Ibarra

INSEAD professor and author of Working Identity on making the transition to leadership



David Ohrvall

Author of Crack the Case on logic-based interviewing



John Purkiss

Author of Brand You on how to be headhunted#



Dr Monique Valcour

On how to reinvent your role without leaving your job



Daniel Porot

On making a radical career change

You can see the full list of our previous webinars at <http://sensiblemedia.eventbrite.com>





FEEDBACK FROM PARTICIPANTS

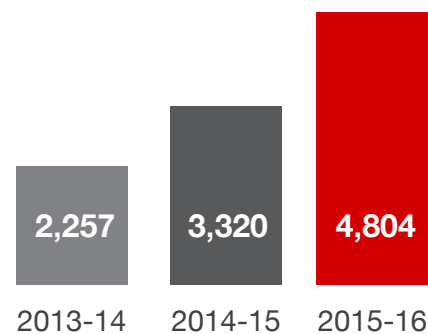
In 2015-6 more than 4,800 students and alumni registered for our webinars and more than 500 attendees gave detailed feedback on their experiences.

More than 95% said they would recommend the webinar to a friend and more than 95% rated the speaker as good or excellent. You can read the full feedback report here.

A small sample of feedback comments:

- *This was one of the best I have attended - well structured, presented, relevant, innovative - thoroughly enjoyable and excellent food for thought (and action).*
- *It was easy to follow; nice structure. Mostly all of the important question were answered and the host made really good ones as well. User friendly software, very intuitive. Nice audio quality with very little lags.*
- *Very relevant content, good pace, good use of time, good dynamics between the presenter and the expert.*
- *Practical frameworks provided. Structured approach. Holistic view of the subject. Questions answered to the point. Expertise in a nutshell. Great guidance and time keeping from the host.*

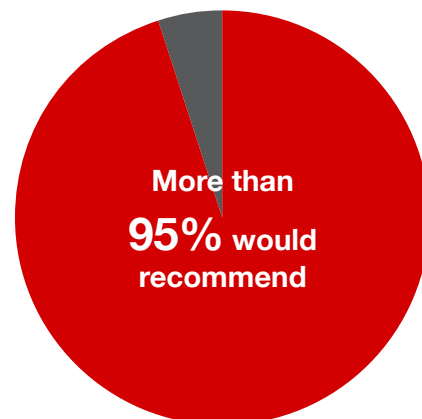
Registrations growing fast



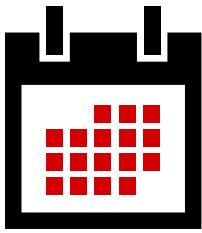
Audience is global



Feedback is excellent



Question: "Would you recommend this webinar to a friend who wanted advice on this subject?"



2016-17 SCHEDULE



DORIE CLARK **HOW TO STAND OUT FROM YOUR PEERS**

Thursday, 3 November 2016 from 18:30 to 19:45 (London time)

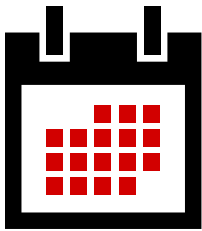
Whether you are looking for a new role, or wanting to progress in your current one, it is critical to be recognised for what you offer. Social media - used effectively – can be a great tool for this. Too often though we present an unfocused picture of ourselves or, worse, broadcast our mistakes. In this webinar, [Dorie Clark](#), adjunct professor at Duke business school and author of *Stand Out* and *Reinventing You* shows how to differentiate yourself professionally and develop new opportunities in your field.



LINDA BRIMM **MAKING INTERNATIONAL CAREERS WORK**

Wednesday, 7 December 2016 from 12:30 to 13:45 (London time)

Many of us are attracted by the idea of working in different countries. Equally, many organisations prize staff who can adapt to and work across cultures. However, making a successful transition to a new country is never simple. Successful international professionals develop particular skills and strategies which allow them to adapt. Linda Brimm, Emeritus Professor of Organisational Behaviour at INSEAD, examines how these “[global cosmopolitans](#)” operate internationally and what we can learn from them.



2016-17 SCHEDULE CONTINUED



PATRICK J MCGINNIS / KATJA BERLINGER **HOW PORTFOLIO CAREERS WORK (PANEL WEBINAR)**

Wednesday, 8 February 2017 from 18:30 to 19:45 (London time)

The idea of combining several roles into a “portfolio” career is an attractive one for many people especially for those who need flexibility. In reality however, piecing together a sustainable portfolio of work is challenging. In this panel webinar [Patrick J McGinnis](#), author of *The 10% Entrepreneur* and professional board member [Katja Berlinger](#) examine different models for portfolio working and focus on how would-be portfolio workers can evaluate their options, generate opportunities and manage their time.



JULIAN BIRKINSHAW **BECOMING A BETTER BOSS**

Wednesday 15 March 2017 from 18.30 to 19.45 (London time)

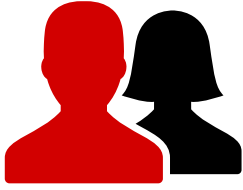
Many talented people trip up when they have to move from doing work themselves to managing manage people and teams. And most management advice and education focuses on technical skills and strategic themes, rather than the difficult day-to-day work of managing employees and teams. In this webinar London Business School professor [Julian Birkinshaw](#) draws on a series of case studies and his recent book to show how we can all learn to be better bosses.



JEFFREY PFEFFER **POWER IN THE WORKPLACE (TO BE CONFIRMED)**

Wednesday 26 April from 18.30 to 19.45 (London time)

Professor Jeffrey Pfeffer, from Stanford’s Graduate School of Business, will discuss power in the workplace and how individuals can learn to navigate in a political environment.



WHAT PARTICIPANTS WILL RECEIVE

All individuals who register receive:

- Access to the live event via the [GotoWebinar](#) platform
- A video recording of the event to download
- Slides and other presentation materials in pdf format
- Digital files for any exercises recommended during the event
- Details of further reading and other resources



WHAT PARTNER SCHOOLS RECEIVE

All partners for the webinar series receive the following:

- Free and/or discounted tickets for alumni and students
- Unique booking URLs and/or discount codes to pass on to alumni/students
- Free tickets for staff for all events
- Marketing copy and materials for all events
- Feedback reports after each webinar
- Co-branding on event pages (examples [here](#))



PRICING DETAILS

Individual seats on the webinars are priced at £37.50.
Partners receive blocks of tickets as follows:

| | Medium | Large | Global |
|--|--------|--------|--------|
| Free student/alumni tickets For each webinar | 50 | 200 | 400 |
| Discounted tickets GBP £14.95, 60% reduced (for each webinar) | 50 | 100 | 200 |
| Marketing resource pack for each webinar Including recommended emails, images and event descriptions | Yes | Yes | Yes |
| Free staff tickets For each webinar | 5 | 10 | 20 |
| Customised registration page To capture additional data from your alumni | N | Y | Y |
| Co-branding on event pages Examples at http://sensiblemedia.eventbrite.com/ | N | Y | Y |
| Event reporting Custom feedback report for each event | N | Y | Y |
| Live registration data Real-time notification of registrations by email and online | N | N | Y |
| Webinar cost (for each webinar) | £450 | £850 | £1,250 |
| Series cost (for 5 webinars) | £2,000 | £4,000 | £6,000 |



FREQUENTLY ASKED QUESTIONS

PARTICIPANTS RECEIVE A RECORDING?

Everyone who registers is sent a link to a video recording of the webinar in MP4 format (this is the most universally playable video format).

DO YOU OFFER REFUNDS?

We offer a refund-on-demand policy so that anyone who pays for access to a webinar can request a refund at any time for any reason. Less than 1% of those who paid for individual access in 2014 requested refunds.

DO YOU SHARE DATA WITH PARTNERS?

Yes, we take feedback and data sharing seriously. All partners receive access links to our feedback surveys so they can track responses in real time. Also we provide lists of all students or alumni who have registered using a partner's code or URL.

CAN WE ADD QUESTIONS TO YOUR BOOKING PROCESS?

Yes, absolutely. If you wish to collect more information from people who are booking using your codes we can add custom fields to the booking form. We can collect (for instance) information about location, year of graduation and subject/area of study.

CAN I OFFER FREE ACCESS TO SOME ALUMNI (FOR INSTANCE PAYING MEMBERS) BUT ASK NON-MEMBER ALUMNI TO PAY?

Yes. We can create different booking links to send out to different groups depending on whether you want to offer free or discounted tickets. This can be a great benefit to offer to encourage alumni to sign up for membership.

HOW DO YOU TAKE PAYMENTS? ARE THEY SECURE? ARE THEY PCI COMPLIANT

We use the [Eventbrite](#) registration platform for bookings and PayPal for payments. Information about Eventbrite's security standards is [here](#). PayPal's buyer and seller guarantees and security policy can be seen [here](#). Sensible Media does not handle customer payment data.

CAN YOU HELP WITH MARKETING? ESTABLISHING OUR OWN WEBINAR PROGRAMME?

Yes! We have lots of experience with what works and what doesn't and we are keen to help. Please contact neil@sensiblemedia.co.uk.



NEXT STEPS

Registration pages for all these events are live. If you are interested in being a partner please contact Neil Curtis:

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