

ALUMNI / EXECUTIVE STUDENT CAREERS

WEBINARS FOR 2017-18





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 2016-17 series were Imperial College, London Business School, INSEAD, the Open University, IMD, Warwick Business School, Trium EMBA, IE Business School, Cranfield University, Audencia and others.

We choose topics which 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 10,000 alumni and students have registered for our webinars since 2015 and more than 1,000 have submitted feedback. More than 95% 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.

We are delighted to be able to attract world-class experts like Jeffrey Pfeffer, Herminia Ibarra, Julian Birkinshaw, Daniel Porot and Steve Dalton to deliver these sessions.





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



Dr Michael Watkins

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



Herminia Ibarra

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



John Purkiss

Author of *Brand You*, on how to be headhunted



Daniel Porot

On making a radical career change



Carol Fishman Cohen

Founder of iRelaunch, on returning to work after a career break



Steve Dalton

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



David Ohrvall

Author of *Crack the Case*, on logic-based interviewing



Dr Monique Valcour

On how to reinvent your role without leaving your job



Professor Julian Birkinshaw

On how to be a better boss



Dorie Clark

On how to stand out professionally



Professor Linda Brimm

On making international careers work

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





FEEDBACK FROM PARTICIPANTS

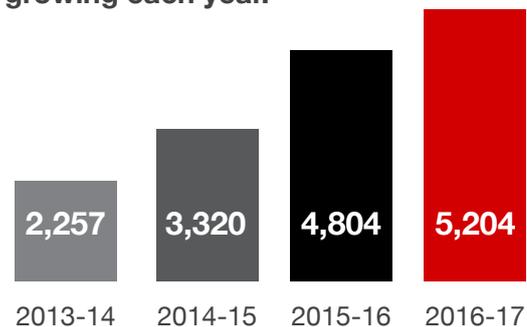
In 2016-17 more than 5,200 students and alumni registered for our webinars and more than 500 attendees gave detailed feedback on their experiences.

More than 95% said they would recommend the webinar to a friend and more than 95% rated the speaker as good or excellent.

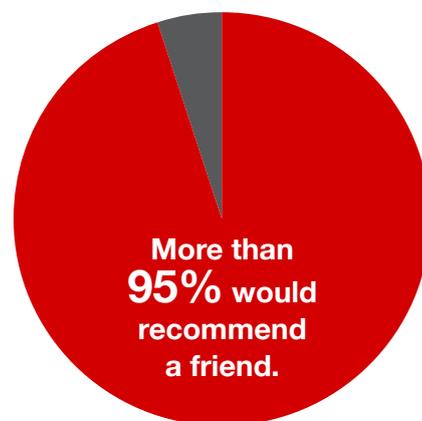
A small sample of feedback comments:

- “Brilliant... The different people working together made it really good. The best webinar I’ve ever been on!”
- “... a passionate and excellent presenter. Very knowledgeable.”
- “Good mix of going through material and answering questions. Discussion really added to the slides.”
- “Great content and good examples. Very relevant to the work place environment”

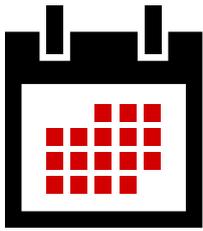
Audience registrations growing each year.



Our global audience:



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



2017-18 SCHEDULE



LAUREN RIVERA **HOW PROFESSIONAL SERVICES FIRMS HIRE**

Thursday 16 November 2017 from 18:30

In this webinar Lauren Rivera, associate professor of management at Kellogg School of Management, draws on her award-winning research into hiring practices at elite professional services firms to show how the hiring process works, what qualities firms prize in candidates and how they ultimately choose who to hire.



DORIE CLARK **RE-INVENTING YOUR CAREER**

Thursday 7 December 2017 from 18:30

As we develop our skills and build a reputation it can seem harder and harder to switch to something new. Successful career changers don't abandon either their skills or their personal brand. In this webinar Dorie Clark will show how you can translate your skills in a new role and re-invent yourself professionally.



MONIQUE VALCOUR **AVOIDING BURNOUT AND BUILDING RESILIENCE**

Thursday 8 February 2018 from 18:30

Most of us expect to face some stress at work. Relentless work stress is different. This webinar explains current research into the causes of burnout and looks at how we can assess whether we are at risk and take steps to improve our situation.

**WE WILL ANNOUNCE TOPICS AND SPEAKER FOR THE 4TH AND 5TH WEBINARS
(SCHEDULED FOR MARCH AND APRIL 2018) IN OCTOBER 2017.**



WHAT PARTICIPANTS WILL RECEIVE

All individuals who register receive:

- Access to the live event via the [GotoWebinar](#) platform
- A comprehensive reading and resources pack on the subject of the webinar
- 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



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)	£495	£895	£1,145
Series cost (for 5 webinars)	£2,250	£4,250	£6,250



FREQUENTLY ASKED QUESTIONS

DO 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 0.5% of those who paid for individual access in 2016 and 2017 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?

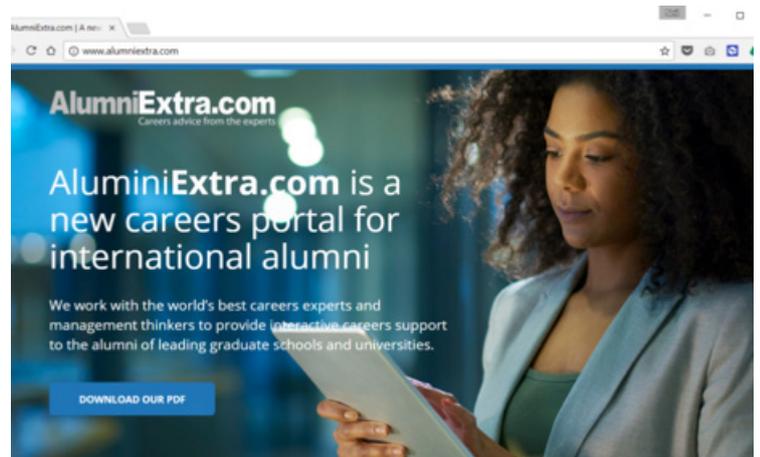
Yes! We have lots of experience with what works and what doesn't and we are keen to help. Please contact neil@sensiblemedia.co.uk.



NEW WEBINAR LIBRARY: ALUMNIEXTRA

In October 2017 a library of our previous webinar recordings including:

- **Steve Dalton** on Using Informational Interviews to Find Your Next Role
- **Dorie Clark** on How to Stand Out from your Peers
- **Nicolas Constantinesco** on Stories That Get You Hired
- **Julian Birkinshaw** on Becoming a Better Boss
- **Linda Brimm** on Making International Careers Work
- **Monique Valcour** on How to reinvent your role without leaving your job
- **How Portfolio Careers Work** (panel webinar)



We will be offering our webinar partners the option to create “white label” versions of the site to offer to their students and alumni.





NEXT STEPS

If you are interested in being a partner please contact Neil Courtis:

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