



THE UNIVERSITY  
*of* ADELAIDE

Marketing and Recruitment

# 2021 OPEN DAY PLAN

[adelaide.edu.au](http://adelaide.edu.au)

# WHAT IS GOING ON?

Open Day is happening.. and it will be a hybrid event. Because if the last 12 months has taught us anything, we can pivot!

We will deliver an event which caters to all audiences and provides the opportunity (in some cases) multiple opportunities to gather information before making that final decision.

## Two modes

- On-Campus activation
- Online Experience



## Three Deliveries

- Virtual Domestic
- On-Campus Domestic
- Virtual International

**WHY ARE WE DOING THIS?**

# Why a hybrid?

There's loads of reasons why this seems right:

- We can reach those untapped markets traditional Open Days have never reached before
- This year, we'll reach those International audiences when it best suits them, and not because we tried to fit them in to our Domestic event
- We'll still be able to showcase our beautiful campuses and create a "vibin' place"
- The different modes and tiers create flexibility for those that are strapped for time
- We can split resourcing up, so everyone isn't all-hands-on-deck on a Sunday
- Finally, we can adapt to change and give ourselves options too!

**HOW ARE WE DOING THIS?**

# VIRTUAL DOMESTIC

- Wednesday 11 August 2021, 3-7pm
- The resources and videos will compliment and feed in to the on-campus activation
- Meetyoo will host the platform once again – with tweaks to be made
- There will be booths, with resources and videos
- Minimal staff will be required behind the chat functions – Faculties to have skeleton staff and student services to have offline booths
- Study and student services talks will be pre-recorded
- There will be campus tours again

# ON-CAMPUS DOMESTIC

- On-campus Domestic will follow the weekend after the virtual Open Day on Sunday 15 August 2021, 9.30am – 3.30pm
- It will be encouraged that those who attended the virtual Open Day should then attend the on-campus experience
- The scale of the event will be smaller, with a big focus on face to face support
- All booths will be staffed like previous years
- The study and student services scheduled talks will turn in to Q&A Panel sessions
- It will be encouraged for Faculties to incorporate demonstrations and activities for the LIVE element
- Food and entertainment will bring back the campus vibe

# VIRTUAL INTERNATIONAL

- International Virtual Open Day will be the last event, scheduled for mid-September (one month after domestic Open days)
- Aiming for multi-day event over Friday 17 and Saturday 18 September around 3-7pm
- The platform will be custom-built, with tweaks made to the domestic platform to tailor to an international audience
- Regional Managers and International Recruitment teams from each faculty will staff this event, rather than the traditional academics and students
- The platform and booths will be staffed for the LIVE event, with an option to go on-demand for a portion of time afterwards



# NEXT STEPS.. ANY QUESTIONS?

	On-Campus	Virtual Platform	Both
Campus Tours including accommodation scheduled tours			X
Information Talks		X	
Q&A Sessions with staff and students	X		
Hub Expo Booths	Staffed on the day	Static / offline	X
Faculty Booths	Staffed	Min. staff	X
Student Demonstrations	In-person	Videos	X
Faculty and Student Services activities (AUU, AU Sport)	X		
Food & Entertainment	X		



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