

MIDDLESEX UNIVERSITY

## “Virtual Events” to boost conversion and engagement

**Unibuddy Live chats** are a new way to attract, reassure and retain your prospective students - that you can utilise at any point in the recruitment cycle.

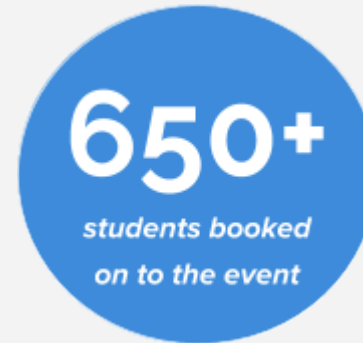
The **real-time event** enables scheduled group-chats or 1-2-1 chats between prospects, ambassadors and university enquiry staff. You can create live feeds to organise the Unibuddy Live chat and control which ambassadors have access.

Prospects will sign up in the same way as the university widget, and you will have access to all the usual data points.

**Middlesex University** used the **Unibuddy Live chat platform** to run a number of Virtual Events. 150 ambassadors and staff were online ready to answer enquiries from hundreds of prospective students.

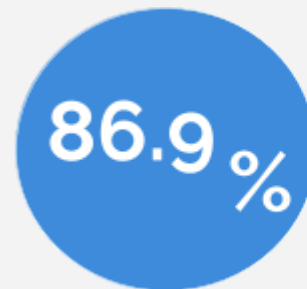
Universities can create Unibuddy Live chats straight from their Unibuddy dashboard in a matter of minutes. As **Max Davey**, Customer Experience Marketing Assistant, said: *“it was really easy to use, and really easy to set up.”*

The Unibuddy Live platform is fully integrated with the main platform, so setting up ambassadors and collecting analytics is seamless.



77.7%

of prospects who attended the event  
rated it “good” or “very good”



of prospects who  
attended the event  
rated Unibuddy's  
platform “good” or  
“very good”

2X  
as effective for conversion than any  
other digital recruitment activity

### PROMOTION

Middlesex invited students in advance of the event via email - and then sent email reminders in the run up to the event.

They sent SMS reminders before and during the event with the link to sign-up.

### RESULTS

The event was a clear success, with over 650 sign-ups and 86.91% of students rating the Unibuddy platform as either “good” or “very good”.

Prospects were engaged from the start. Over 3,300 messages were exchanged over the course of the event.

**Melissa Legarda**, UG Customer Experience Communications Officer, said: *“The results were great, and we saw loads of authentic interactions between prospects and ambassadors. Unibuddy Live was twice as effective for conversion as phone calls from ambassadors, or targeted emails and social media.”*