

THE AWARDS 2021

Outstanding Marketing/Communications Team

Institution name	University of Derby
Submission title or project name	The University of Derby presents: Open Day Live
Nominee/key personnel	
URL	https://www.derby.ac.uk/open-days/undergraduate/open-day-live-schedule/
Submission	<p>The University of Derby presents: Open Day Live was a sector game-changer in what had become a crowded digital space for Open Day events during the pandemic. With high production values and a talented team, this event – which placed the student at its heart – replicated the look, feel and quality of a professional TV style broadcast, delivering five hours of production and content to ‘viewers’ through on-site live streams and outside broadcast.</p> <p>The focus was on selling the city, the facilities, and the whole university experience. This was further brought to life by using current Derby students and academics as presenters and interviewees, and securing Radzi Chinyanganya, a well-known presenter, broadcaster, and key influencer within our target demographic, to ‘host’ the show, giving us a ‘face’ for any external campaign promotion and enabling us to have even greater reach and impact.</p>