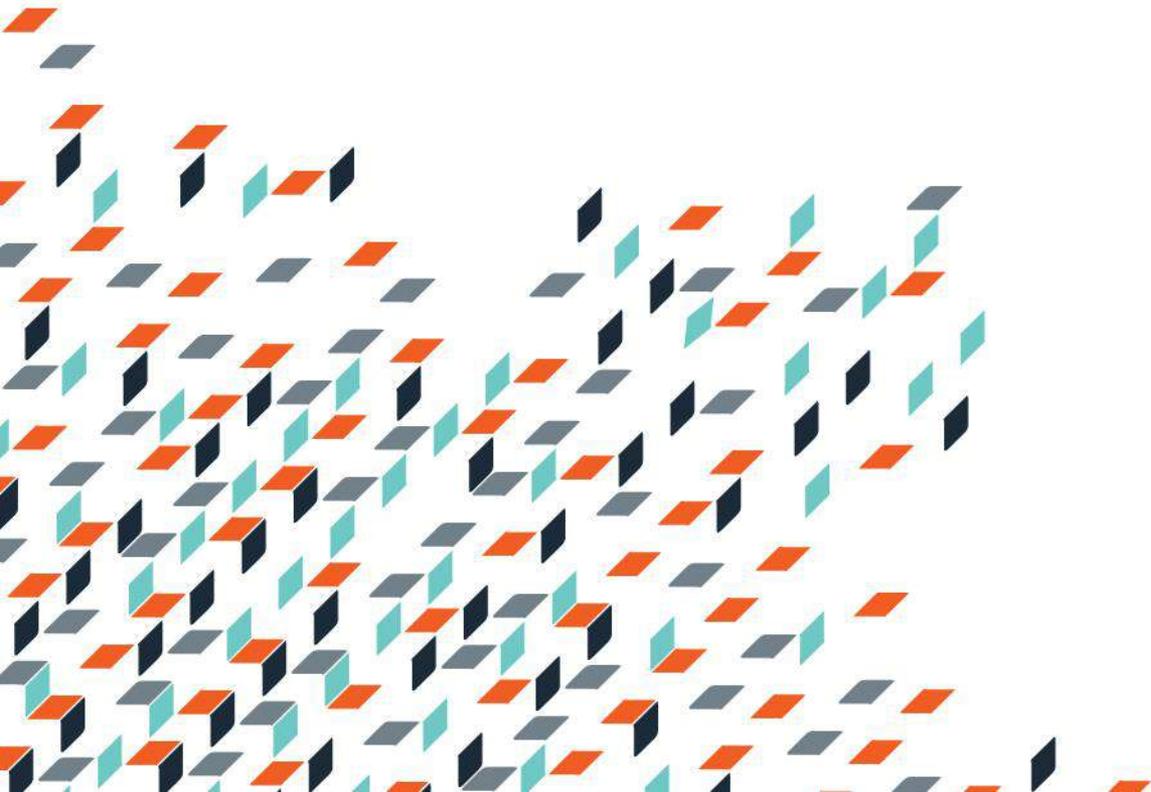


West College Scotland Information Technology Symposium (WITS)

2016 CDN Marketing Awards Grand Prix Winner



WITS

Key facts

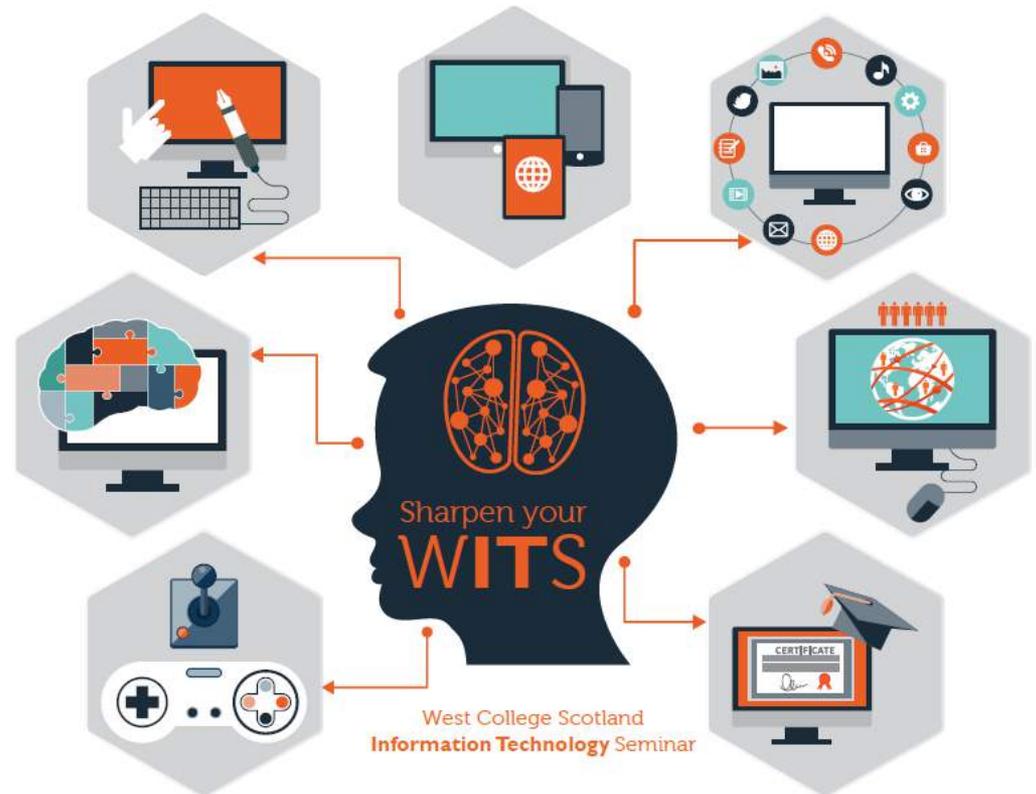
- Delivering on WCS's commitment to innovation in teaching and learning
- Unique opportunity to share knowledge and experience in the use of technologies in the classroom
- First College-wide CPD event, gathering lecturers from our three campuses
- Large-scale event with 250 members of staff, external speakers and sponsors
- External venue: central location between campuses, allow to fully focus on the event & think outside the box
- 12 August 2015: enthuse staff at start of term



WITS

Objectives

- Sharpen our lecturers' WITS [on learning technologies]
- Increase the College-wide IT penetration in teaching practice
- Improve our students' experience



WITS

Development

- Entirely in-house
- Event Committee set up six months ahead of the event
 - Director of Technology and Innovation
 - Marketing Executive
 - Operational representatives from relevant departments (incl. HR, Intranet, IT)
 - Consultative members of the Lecturing staff Learning Technology Committee
- Fortnightly meeting



WITS

Format

- Content and structure informed by:
 - The Committee members' input, based on their experience and expertise
 - The findings of a College-wide Student Focus Group Survey about the use of technology on their course (run in May 2015)
- Structured around breakout and interactive sessions
- Speakers and session leaders included:
 - College lecturers
 - Experts from both the Education & IT industries
 - Sponsors



WITS

Roll-out

- Keynotes
by four external speakers:
 - Rebecca Barrington, Head of e-Learning and Innovation at Cornwall College
 - Jamie Cook, Head of RSA Scotland
 - Jason Miles-Campbell, Head of JISC Scotland
 - Joe Wilson, Chief Executive of the Colleges Development Networkproviding thoughtful and entertaining insights in the use of learning technologies from different areas of expertise
- Short talks
 - from WCS lecturers
 - sharing experience on how technology helps them improve teaching and learning



WITS

Roll-out (continued)

- Breakout presentations by College staff and industry experts, covering the broad spectrum of IT for learning:
 - interactive systems (from mobiles devices to whiteboards)
 - online platforms (from e-learning to e-assessments)
 - innovative technologies (from enabling technologies to serious gaming)
- Sponsors stalls with demos of their technologies
 - SQA
 - Microsoft
 - JISC Scotland
 - Promethean
 - Tribal
 - Moodle



WITS

Marketing and Communication activities

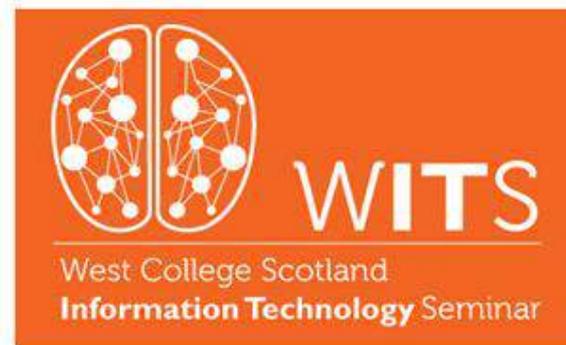
- Developed and implemented internally
- Encompassed all aspects:
 - Branding
 - Pre-event communications
 - Event marketing support
 - Post-event communications



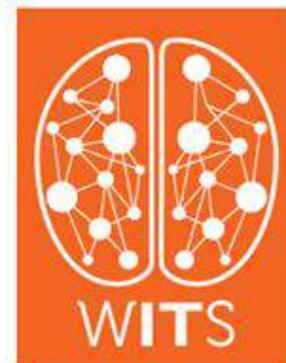
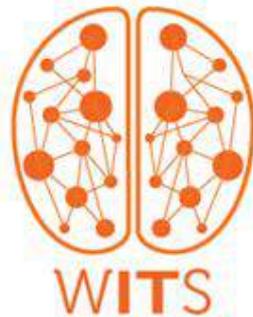
WITS

Branding

- Name and Logo – a brain-shape with connections representing the WITS



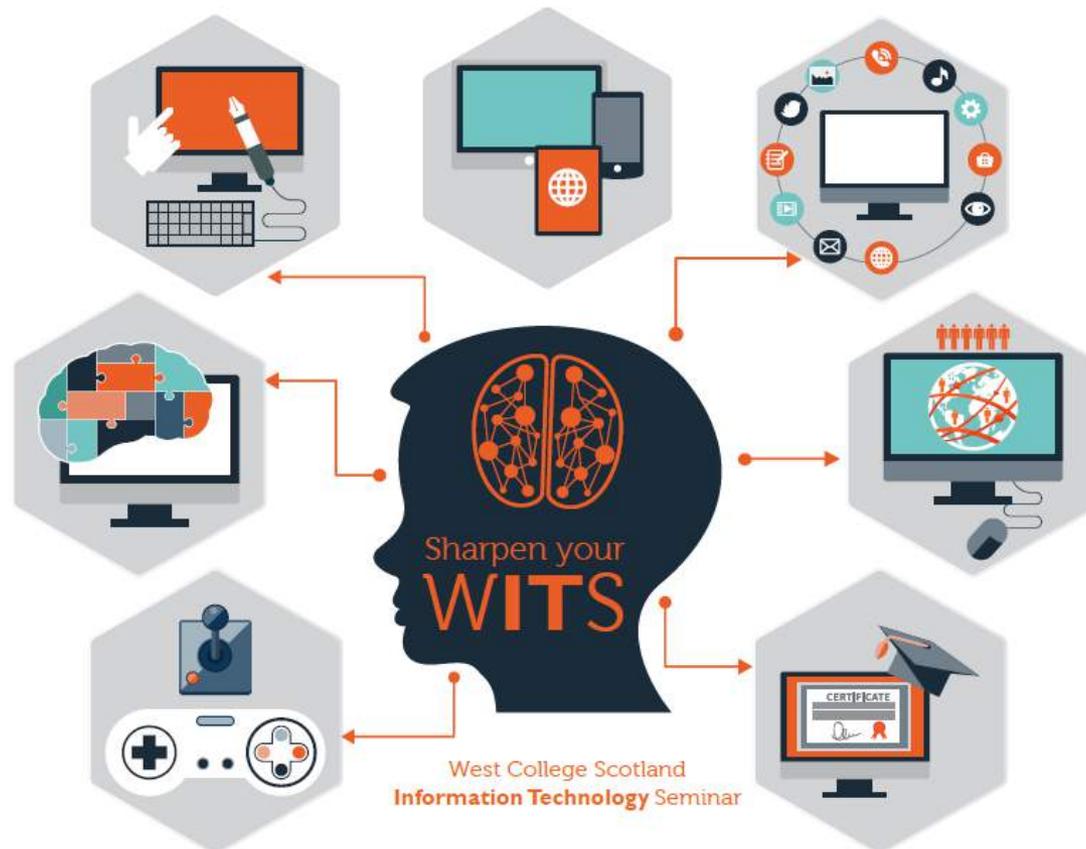
Compact version



WITS

Branding (continued)

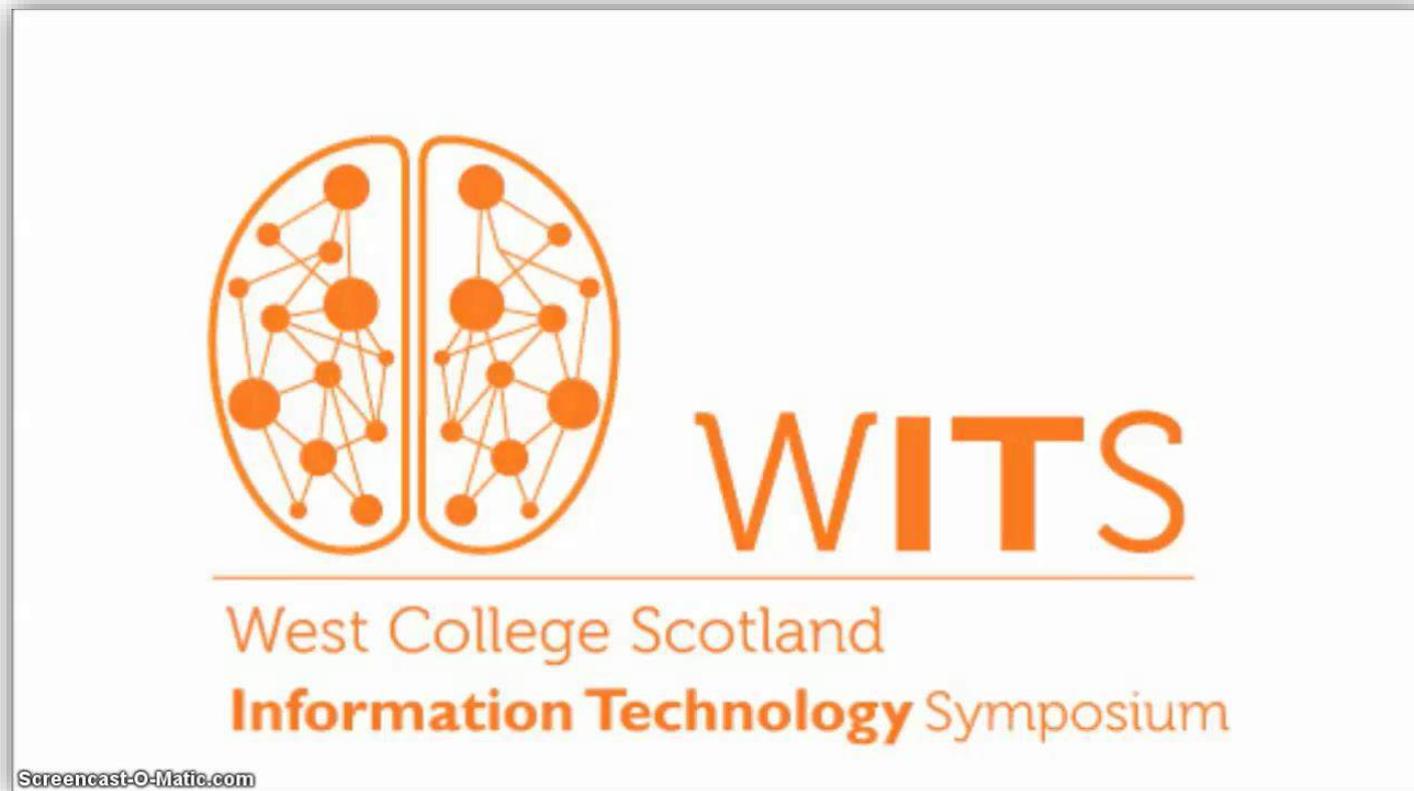
- Slogan: 'Sharpen your WITS'
- Event-specific visual identity derived from the College's Corporate Identity



WITS

Pre-event communications

- Event teaser – intranet news and video



WITS

Pre-event communications

- Intranet page gathering all the relevant information for staff:
 - registration forms
 - shuttle buses booking
 - event programme
 - biographies of external speakers
 - sponsors presentations
- Email invitations to both staff and external partners



WITS

Pre-event communications (continued)

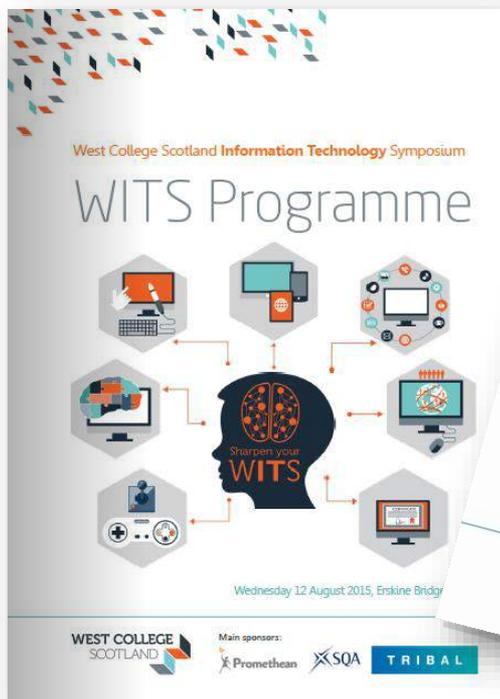
- Promotional posters and flyers distributed across the College
- Sponsor pack, in both electronic and print format



WITS

Event marketing support

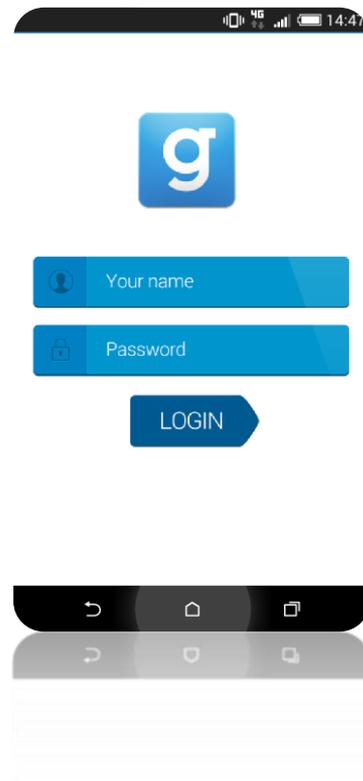
- Traditional material: programme, name badges, banners, signage and lunch tickets



WITS

Event marketing support (continued)

- Dedicated Guidebook mobile application
 - accessible to all attendees on their mobile devices
 - a quick-guide, including a QR code to access the app, was inserted in the programme

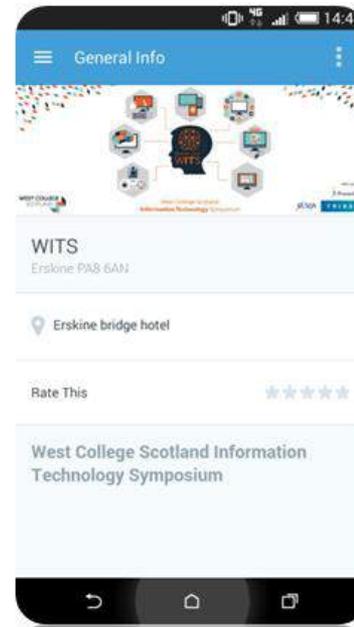
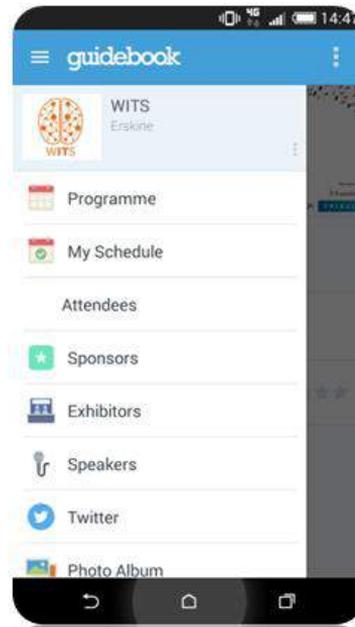


WITS

Event marketing support (continued)

- Dedicated Guidebook mobile application
 - gives access to all event information (programme, times, whereabouts)
 - Enables the use of interactive tools (WITS Twitter, photo album, sessions ratings)

Welcome screens and menu

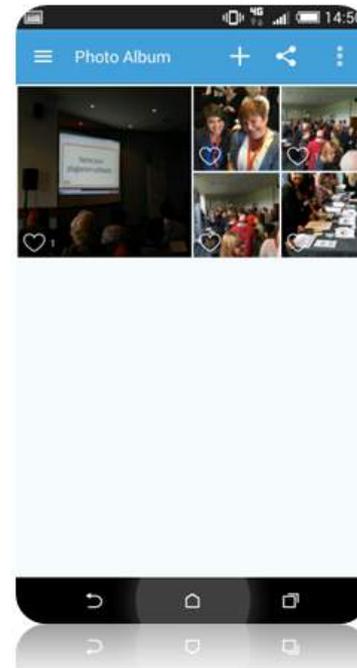
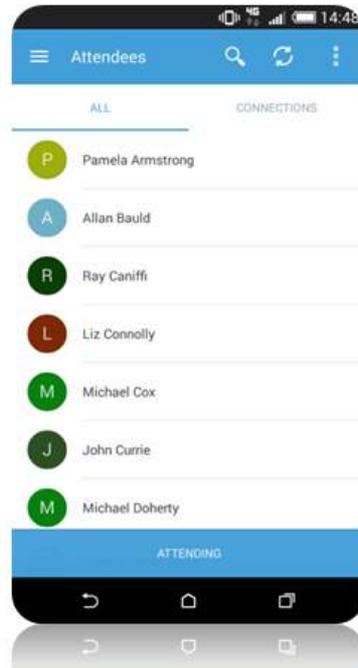
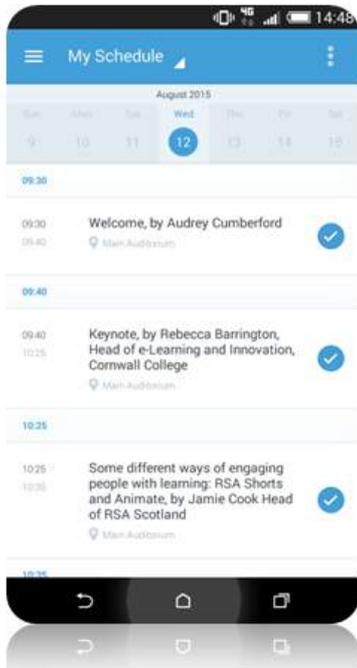


WITS

Event marketing support (continued)

- Dedicated Guidebook mobile application

My Schedule, Attendees and Photo Album screens

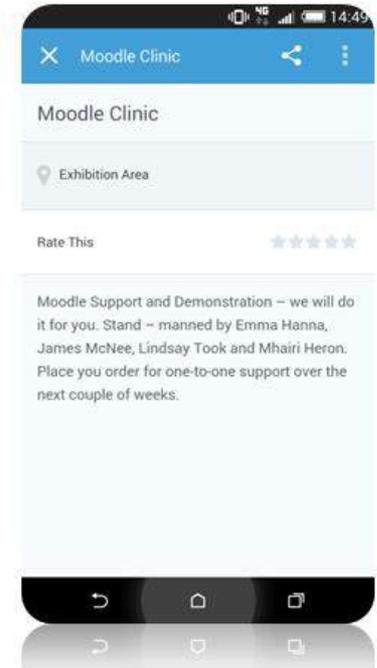
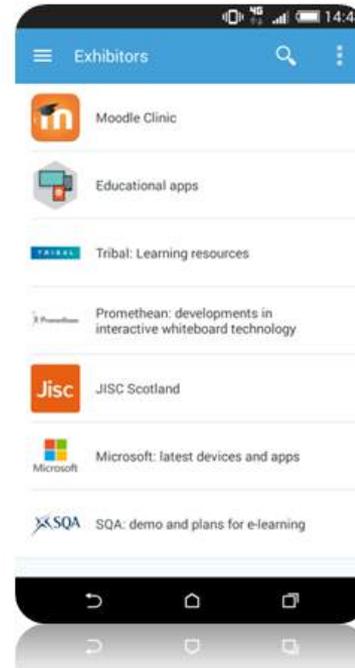
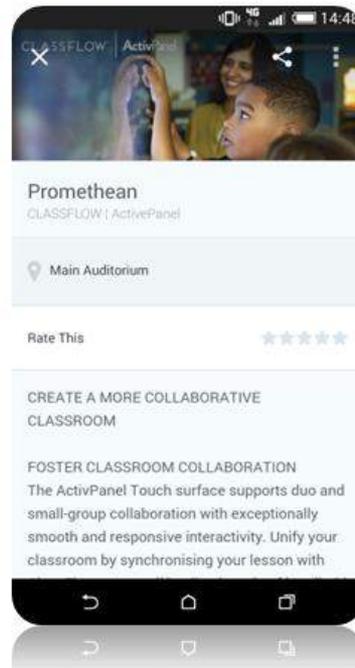


WITS

Event marketing support (continued)

- Dedicated Guidebook mobile application

Exhibitors and Sponsors screens

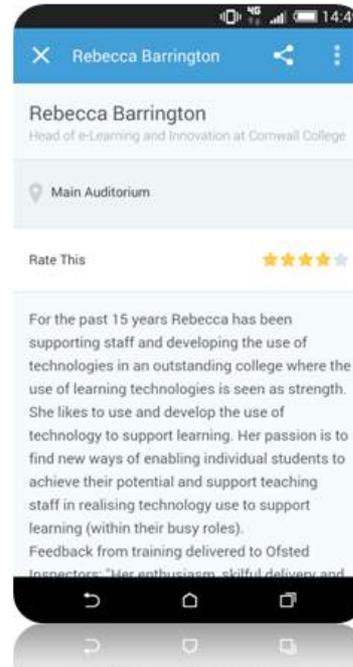
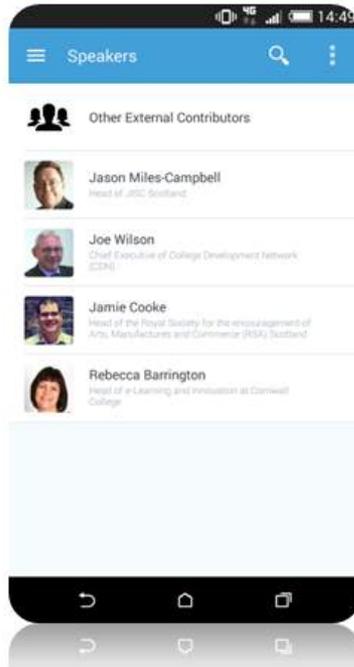


WITS

Event marketing support (continued)

- Dedicated Guidebook mobile application

Speakers' screens

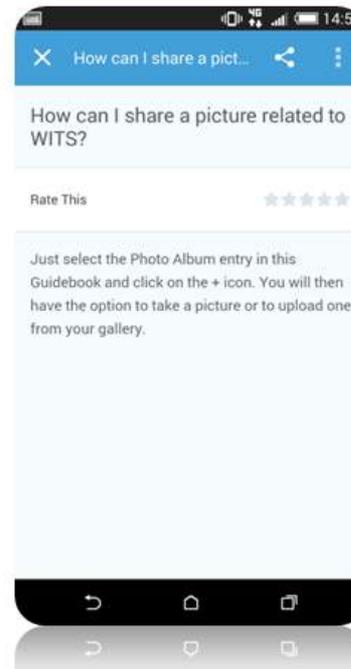


WITS

Event marketing support (continued)

- Dedicated Guidebook mobile application

FAQs screens



WITS

Event marketing support (continued)

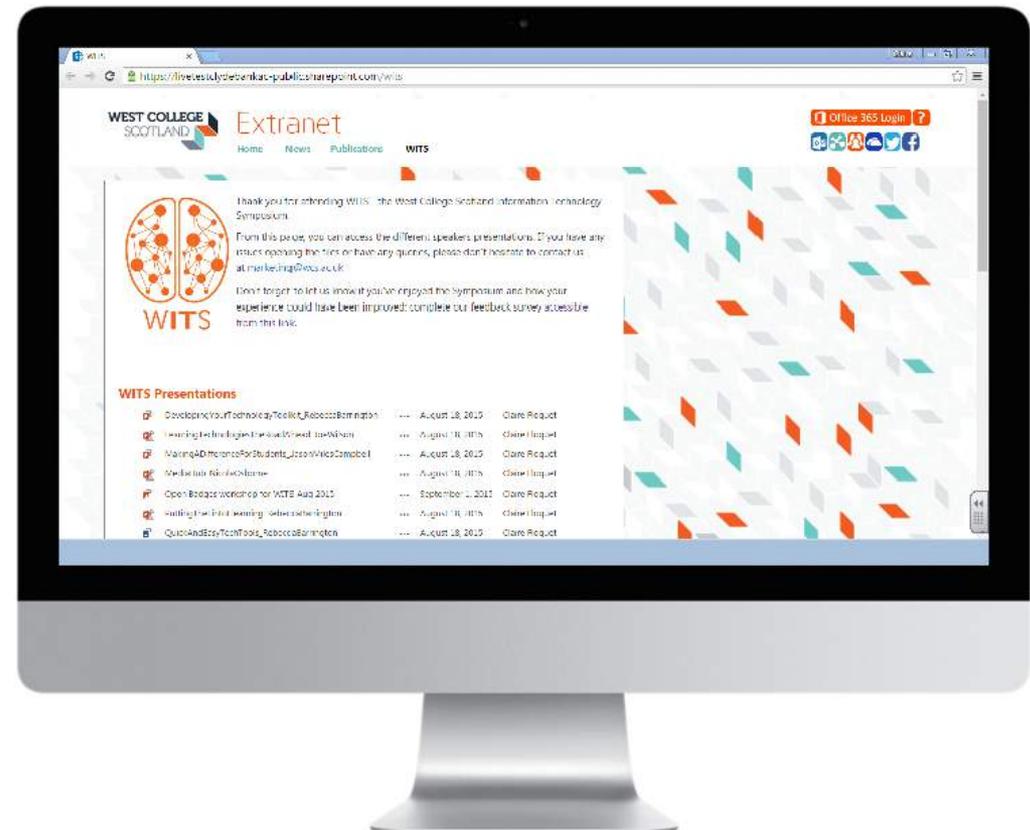
- Twitter
 - @wcs_wits – #wcs_wits
 - Live tweeting from the Event Committee as well as guests and attendees
 - Hootsuite Twitter feed display on wide screens in the Main Auditorium and Exhibition Area
 - 132 Tweets received, 50 followers, 97 likes



WITS

Post-event communications

- Update of the intranet page and development of an extranet page for external guests
 - Keynote and breakout presentations
 - Pictures
 - Link to Satisfaction Survey
 - Survey outcome



WITS

Costs

- Minimal external expenditure thanks to internal event management
- Main expense: venue rental, including catering
- Sponsorship covering almost a quarter of the event expenses
- Overall cost borne by the College: £7,025.50, encompassing
 - £9,025.50 in expenses, including
 - ✓ £7,270.00 in venue rental
(day delegate package, PA system and projector hire)
 - ✓ £1,095.50 in external speakers fees
(consultation, travel and accommodation)
 - ✓ £660.00 in shuttles bus hire
(from and back to three campuses)
 - £2000.00 in sponsorship revenue



WITS

Feedback

- Overwhelmingly positive response from both College staff and external guests
- Feedback tweets from external attendees:



Suzanne Scott (@sscotborders): @WCS_WITS I've never been to such an enjoyable, relaxed, conference -that's b4 lunch. Thanks and well done. #allconferencesshouldbelikethis

Jamie Cooke (@JamieACooke): Brilliant conference today with @WCS_WITS, really impressed with the energy&drive at @WestCollScot - looking forward to future collaboration

Jason Miles-Campbell (@JasonJisc): @WCS_WITS An enjoyable/productive day exploring learning & technology with enthusiastic & engaged @WestCollScot staff (lots!) yesterday

RSA Scotland (@theRSAScotland): Inspiring intro from Audrey Cumberford @WCS_WITS - if colleges provide for the future with techniques of the past they will fail students

WITS

Feedback (continued)

- Feedback tweets from staff members:



Bernadette Milligan (@MilliganBernie): @WCS_WITS brilliant conference, lots of new ideas. Well done to the team.

Pamela Armstrong (@PamelaArmstron5): Great ideas & food for thought today @WCS_WITS conference.

Joy (@TheJyc): @WCS_WITS Informative day and 1st steps on new technology strategy. Hoping this leads our mobile connectivity to outdoor & healthy spaces.

Tom Cox (@Koxzi95): Great day at #WCS_WITS @WCS_WITS Event. Lots of interest in the #Surface and #O365

Steve Brown (@sbrowntweets): I think I'll be able to use Moodle more effectively this year thanks to presentation from Emma Hanna #WCS_WITS @WCS_WITS @WestCollScot

WITS

Feedback (continued)

- Email feedback from Mark Newlands, International Sector Head for Technology & Engineering, Creative Industries and Sustainable Construction at Scottish Development International, and Member of WCS Board of Management



“It was the most positive and relaxed conference that I have been to in a long time. There was a real buzz in the room and everyone was engaged with the speakers and content. I know there must have been a tremendous amount of work undertaken but the team but it must have felt worthwhile.”

- Blog from external guest Nicola Osborne, Jisc MediaHub Manager:



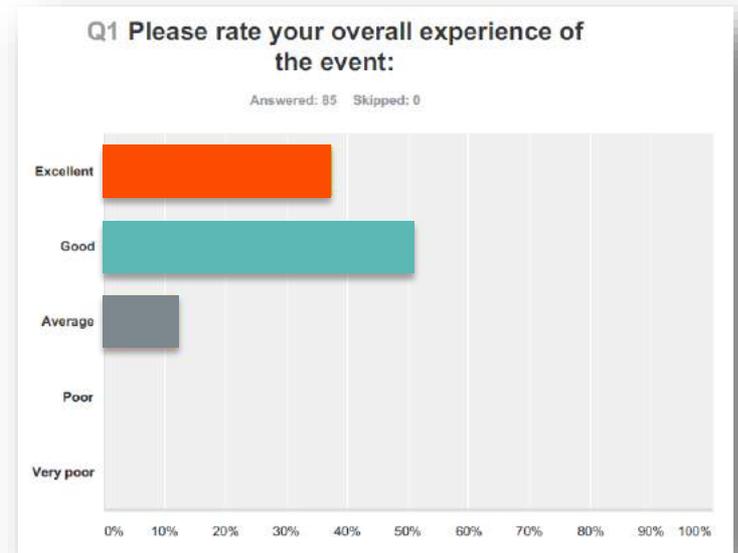
<http://nicolaosborne.blogs.edina.ac.uk/2015/08/12/west-college-scotland-information-technology-symposium-liveblog/>

WITS

Feedback (continued)

- Survey outcome

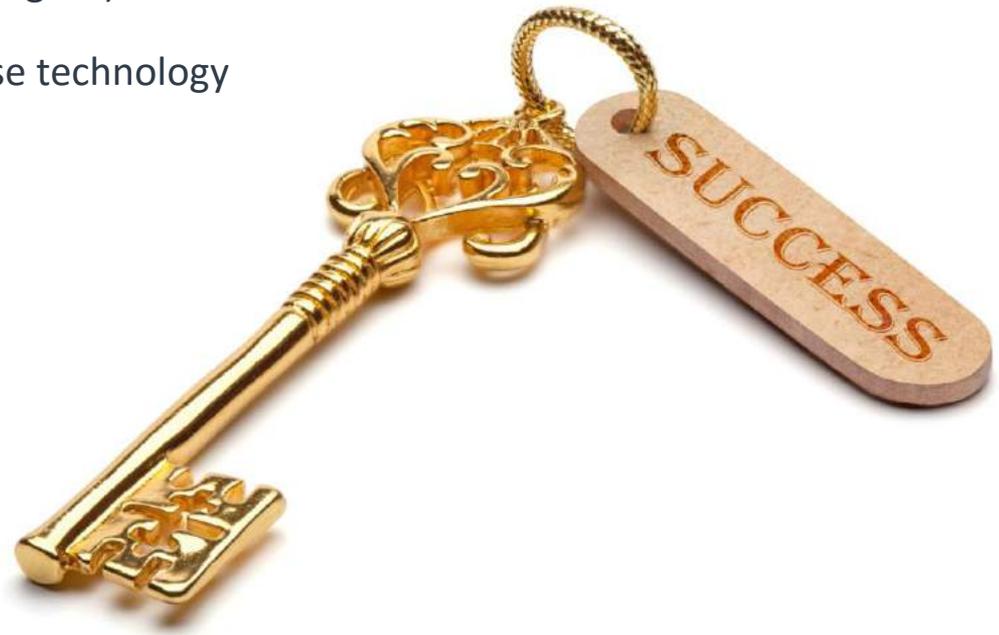
- 30% response rate
- 87% considered the event to have been “Good” or “Excellent”
- 94% of respondents approved of the mix of keynote talks, breakout sessions and exhibition stalls, while more than 8 out of 10 thought the event was good for peer networking
- Demand for even more interactivity during the event, especially for hands-on sessions/technologies try-outs
- Communications: highly-rated (Good to Excellent)
- Venue: overall 'Good' rating, despite some capacity issues with Wi-Fi and catering



WITS

Key to success

- Early establishment of a cross-functional and empowered Event Committee
- Engaging pre-event communications to enthuse staff at the earliest stage
- Achieving the right balance between internal and external speakers
- Engaging the audience from the very start by giving the floor to an inspirational, 'high-octane' guest speaker (Rebecca Barrington)
- Focusing on quick and easy ways to use technology



WITS

Going forward

- Following the success of WITS 2015, the College's is already planning for other similar events
- The WITS brand is widely and positively recognised across the College and is now used in all College technology-related events



West College Scotland invite you to their
Microsoft Redefining Learning Event
a WITS - West College Scotland Information Technology Symposium

29 March 2016
Renfrew North lecture Theatre and Microsoft Lab
West College Scotland Paisley campus
4pm - 6.30pm

West College Scotland and other local Microsoft Innovative Educators are looking forward to sharing with you tips & tricks in the use of Microsoft education software. This twilight event will include workshops during which you will be able to try out yourself the latest Microsoft tools such as Sway, OneNote and Office Mix.
Don't miss out, register your interest now at marketing@wcs.ac.uk

West College Scotland is the first College in the UK to be a Microsoft Showcase School. This recognition allows the College to connect with a global network of Microsoft Educators and receive training to develop best practice in the use of technology in the classroom.

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 **WITS**
West College Scotland
Information Technology Symposium

WITS

Questions

