

Sensible Media

Alumni/Student Webinars

Feedback Report for Partners

2024/25 Series



Introduction.

We are delighted to be able to share this feedback report from our 2024/25 webinar series.

Highlights include:

- Average speaker rating of **4.61** - three speakers rated higher than **4.7**
- Very high registration numbers - more than **2,300** on average and a total of more than **12,000** across the series
- High levels of engagement - average pre-event survey completion rate of 43%
- Average live attendance figures of **780+**
- **93%** of attendees rate our speakers good or excellent
- Our average 'recommend to a friend' score was **91%** and Steve Dalton received over **97%**
- For the second year in a row, the top suggestion about what we could improve was 'nothing'.

For more information about our forthcoming 2025/26 season go to page 16.

We appreciate the trust of the growing number of partner schools we work with and are happy to have such longstanding relationships with many of you.

We hope you find this report useful. Please do share your comments, requests and any feedback you might have for us.



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Support.

The 2024/25 series was made possible by the support of our partners:

- **Georgia Harris and Montserrat Rodriguez** (IE Business School)
- **Mhorag Doig and Ariana Loizou** (London Business School)
- **Sarah Jackson, Sarah Jamieson and Charlotte Robbins** (Warwick Business School)
- **Joanne Gardner, Tashiana Langley and Tina Schmechel** (Imperial College)
- **Laura Walker, Hannah Campbell and Isobel Kettle** (Cranfield University)
- **Katie Francois, Cici Ting Liu and Marion Bihan** (Audencia Business School)
- **Jane Hammond and Sarah Poulter** (Strathclyde Business School)
- **Diana Ritchie and Dorthe Busk** (IMD Business School)
- **Julie Blant** (Nottingham University Business School)
- **Natalia Antip, Cristina Stefanova, Pilar Lasheras and María Angeles Losa** (IESE)
- **Maria José Amich, Ana Serzedelo and Tomas Watts** (Lisbon MBA)
- **Hiba Abassi and Sohaib Hasan** (The University Of Manchester - Dubai)
- **Felicia Solomon, Anne-Ev Enzmann and Maureen Lee** (INSEAD)
- **Ainara Vilaseca, Marella Ricketts and Nicola Whitehead** (WIL Europe)
- **Amanda Singleton, Susan Armitage and Lisa-Rose Moller** (University of Edinburgh)
- **Julia Kozakova, Meher Tariq, Priya Vasireddy and Ryan Sharman** (Cambridge Judge B. School)
- **Olivia Blythman, Chloe Chambers and David Gardner** (Leeds University Business School)
- **Samantha Butler, Emily Hill and Astrid Alvarez** (Open University)
- **Marian Derbyshire and Caroline Mailer** (Sheffield University Management School)



Overview: 2024/25.

4.61



Presenters were rated
4.61 out of 5 on average

12,134

More than 12,000 alumni
and students registered
and 35% attended live.

91%

Over the series our
average score for
'recommend to a
friend' was 91%

Our 2024/25 Programme.

The 2-Hour Job Search for Working Professionals

With Steve Dalton

Wednesday 30 October 2024

London 12.00, Paris 13.00, Dubai 16.00, Singapore 20.00



The 2-Hour Job Search for Working Professionals

Steve Dalton
30 Oct 2024

Get Found on LinkedIn: How to Build a Profile That Attracts Recruiters

With Gabriella Snoeck & Jeremy Schifeling

Thursday 3 April 2025

New York 11.00, London 16.00, Paris 17.00, Dubai 19.00



Get Found on LinkedIn: How to Build a Profile That Attracts Recruiters

Gabriella Snoeck and Jeremy Schifeling
3 April 2025

The Risks and Rewards of Meaningful Work

With Dr Kira Schabram

Wednesday 4 December 2024

London 16.00, Paris 17.00, Dubai 20.00



The Risks and Rewards of Meaningful Work

Dr Victoria Medvec
4 Dec 2024

Negotiate Effectively for Promotions, Raises and Lateral Moves

With Professor Victoria Medvec

Thursday 12 June 2025

New York 09.00, London 14.00, Paris 15.00, Dubai 17.00



Negotiate Effectively for Promotions, Raises and Lateral Moves

Dr Victoria Medvec
12 June 2025

The 3-Minute Rule: Mastering Presentations and Pitches

With Brant Pinvidic

Thursday 6 February 2025

London 12.00, Paris 13.00, Dubai 16.00, Singapore 20.00



The 3-Minute Rule: Mastering Presentations and Pitches

Brant Pinvidic
6 Feb 2025

Student recommendation.

For our 2024/25 webinars 'recommend to a friend' averaged 91%.

Comments from attendees:

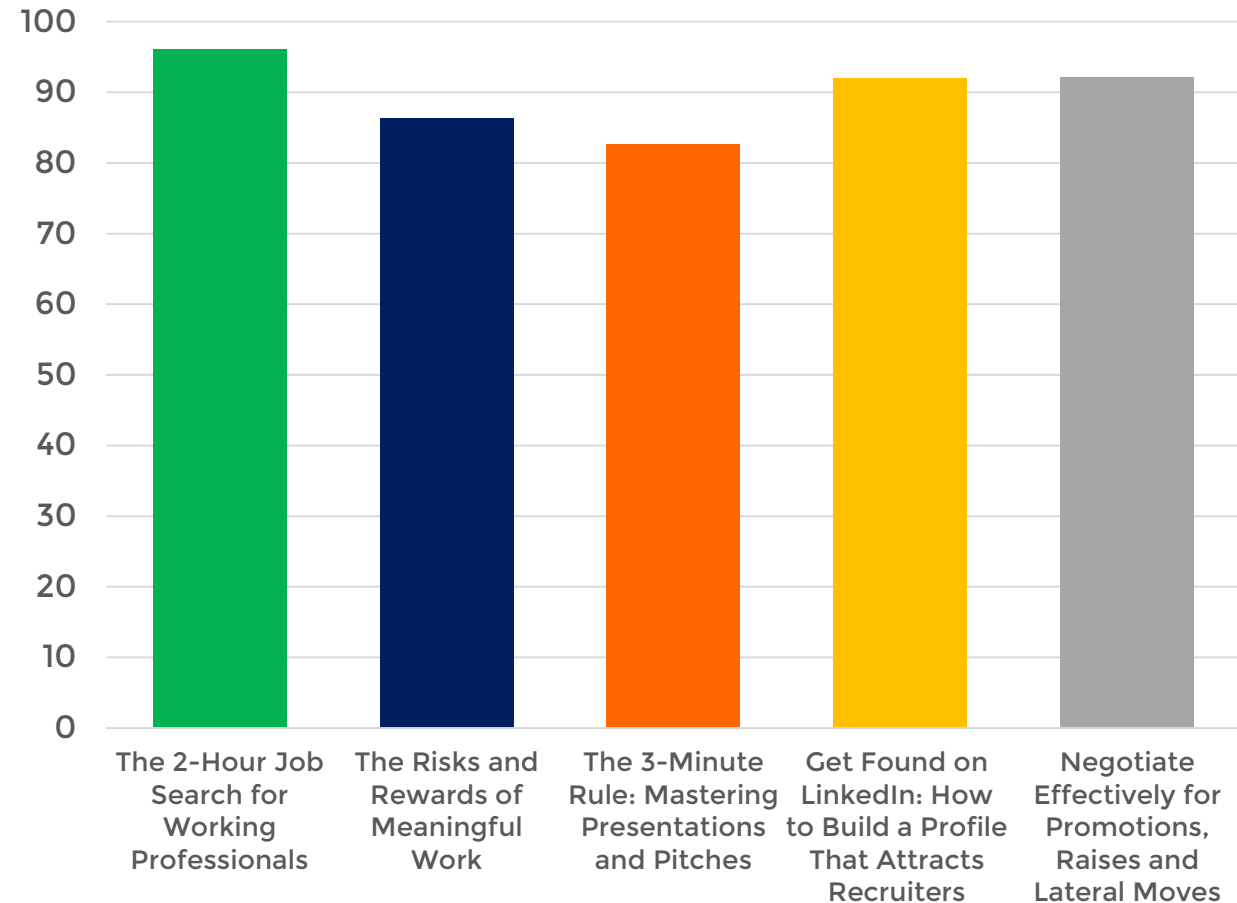
"It was 100% relevant, focused and useful. No Waffle. I was gripped the entire time."
Imperial alumnus

"Perfect time management, lively and inspiring speaker"
Cranfield alumnus

"Extremely informative and well presented."
Leeds student

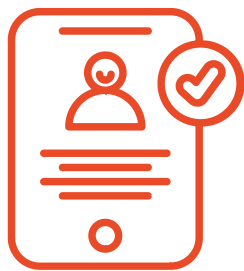
"Concise delivery but high impact"
Open University alumnus

Recommend to a friend %



Average Registration & Attendance.

On average, for our 2024/25 webinars:



2,326

Registered



4.61

Average speaker
rating (out of 5)



781

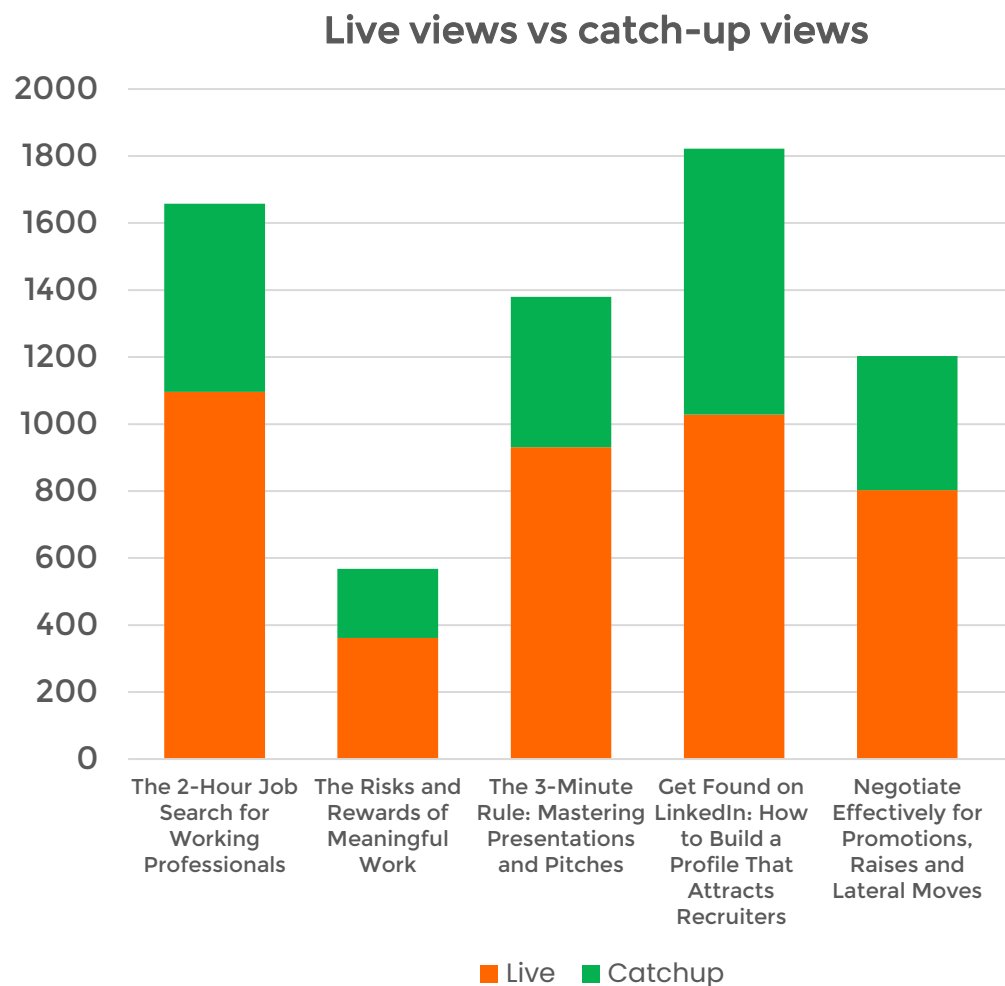
Attended live



91%

Would
recommend
(average score)

Catch up Views.



We provide all ticket holders with 12-month access to a dedicated web page to view webinar recordings.

Live and catchup views added up to 55% of ticket registrations.

Most partner schools also had access to AlumniExtra subscriptions where they were able to watch both this season and previous seasons rather than using the catchup page.

Total of over **2,300 catchup views**
and more than **4,200 live views**.

12,134

Registered

4,220

Live

2,390

Catchups

Survey Participation.

43%

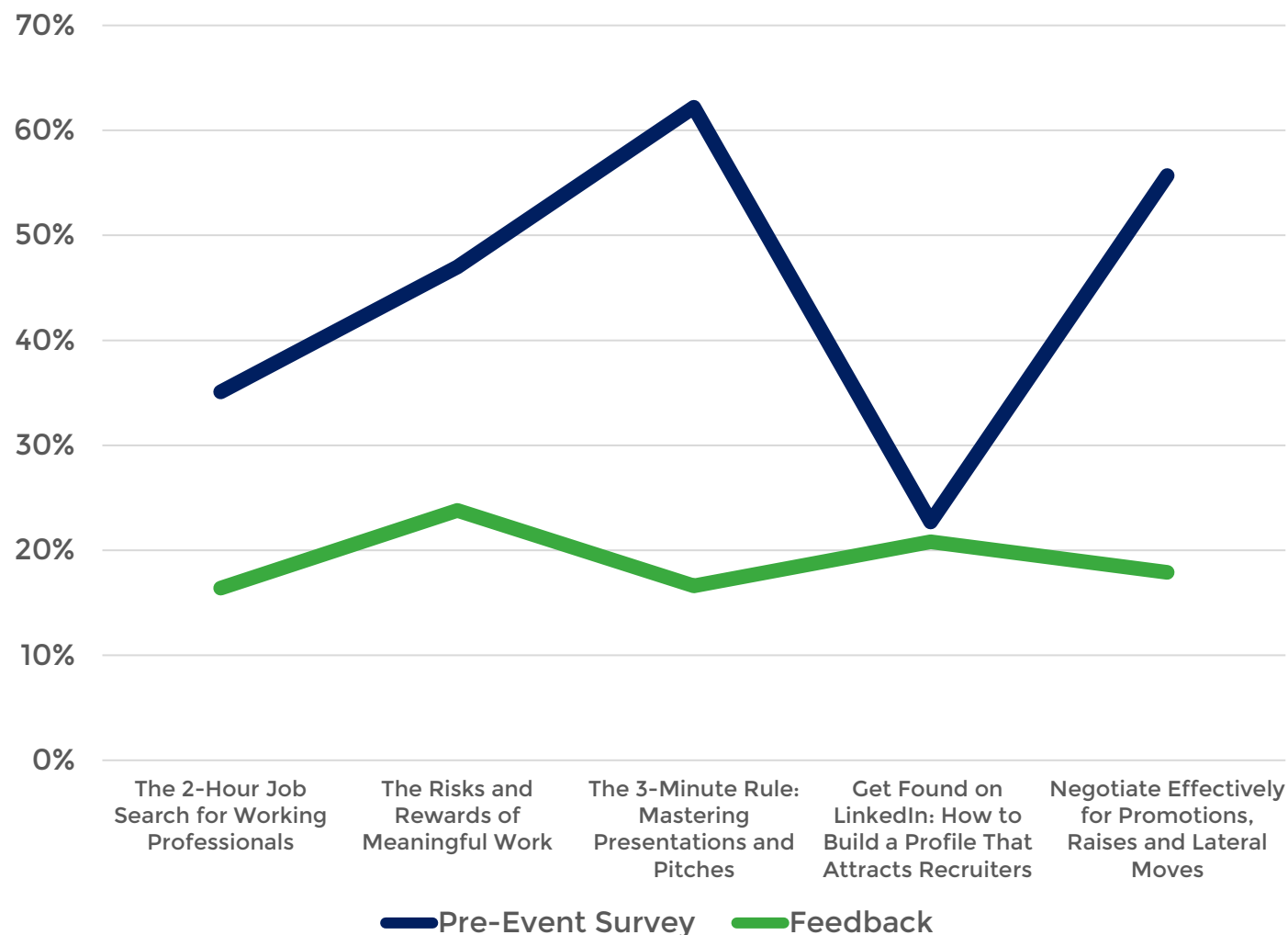
of attendees completed pre-event survey.

19%

of attendees completed feedback survey.

These averaged figures are the same as last year.

Survey Responses



What Participants Liked.



We had more than **500 comments** on what people liked about our sessions and presenters. Positive feedback focused on these areas:

Practical and informative	Expertise of presenters	Format and content
<p>“informative, relevant, good pace, excellent practical tips” <i>INSEAD Alumnus</i></p> <p>“Hands on, practical, straight to the point” <i>LBS Alumnus</i></p> <p>“Excellent content and practical advice.” <i>INSEAD alumnus</i></p>	<p>“The expertise of the people presenting. I've seen a few of these webinars, and this was the best. <i>Cranfield alumnus</i></p> <p>“Everything. Expert speakers with important messages. Nicely moderated. Engagement with virtual audience. Good use of visual aids. ” <i>Open University student</i></p> <p>“meaningful content from the experts” <i>IMD student</i></p>	<p>“It didn't just have theories, but lots of examples. The hosts also tried incorporate comments and questions throughout so that it stayed relevant to the audience. The pre-webinar survey was also helpful in that. “ <i>Leeds alumnus</i></p> <p>“Really engaging speaker, kept to the agenda and perfectly timed” <i>Exeter alumnus</i></p>

How to improve.

We ask every feedback survey respondent how we can improve our webinars. The things that people mentioned most often were:

For the **second year in a row**, the top comment (79) was that **nothing could be improved**. We are delighted to hear that we are fulfilling attendees' expectations.

74 people wished we could have spent **more time** on the topics we covered. We try to get as much content in as we can but an hour is a sensible length so that attendees can fit a webinar into their working day.

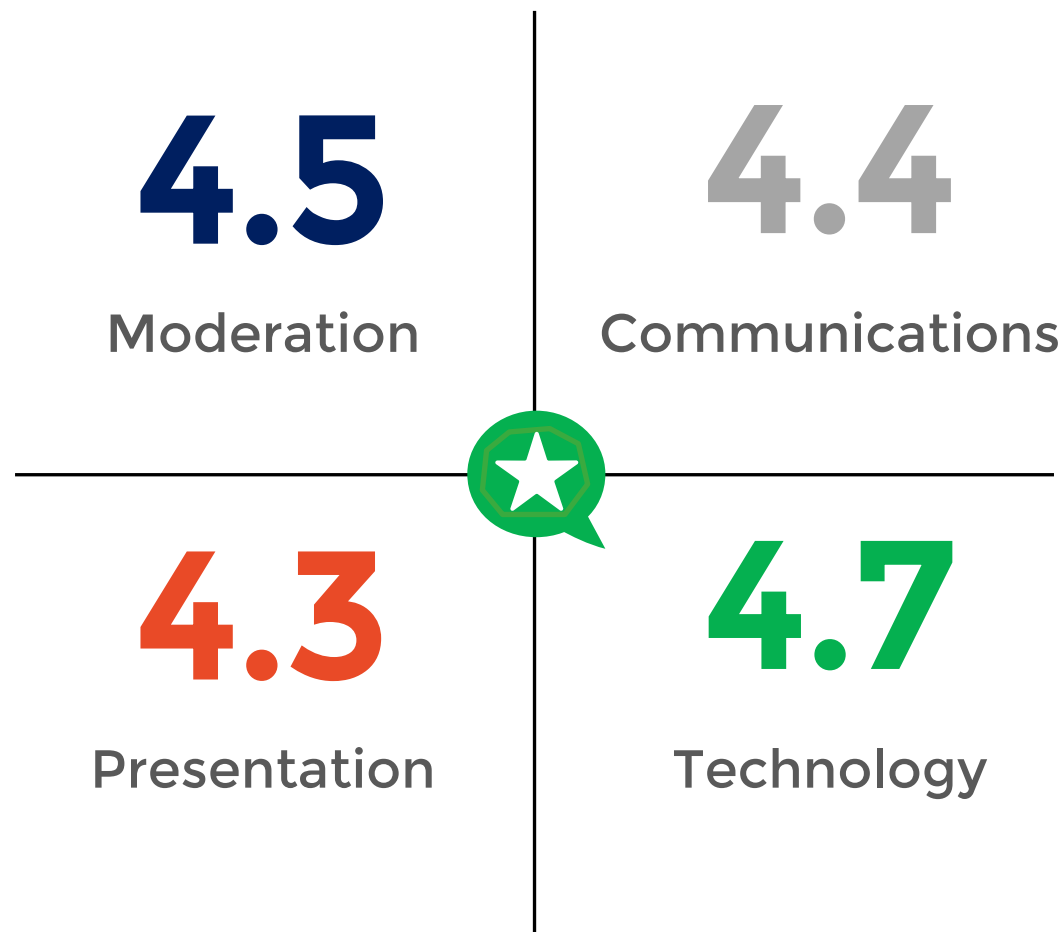
Some people asked for particular content often related to a specific industry (41), **more questions answered** (36) or **more examples** (25).

Moderation, Communication, Technology and Presentation.

We ask people how satisfied they are with our performance in these key areas.

We received average scores of **4.7** for our tech, **4.5** for moderation, **4.4** for our communications and **4.3** for presentations.

These are very similar to last year's scores and we will continue to work on making improvements in these areas.

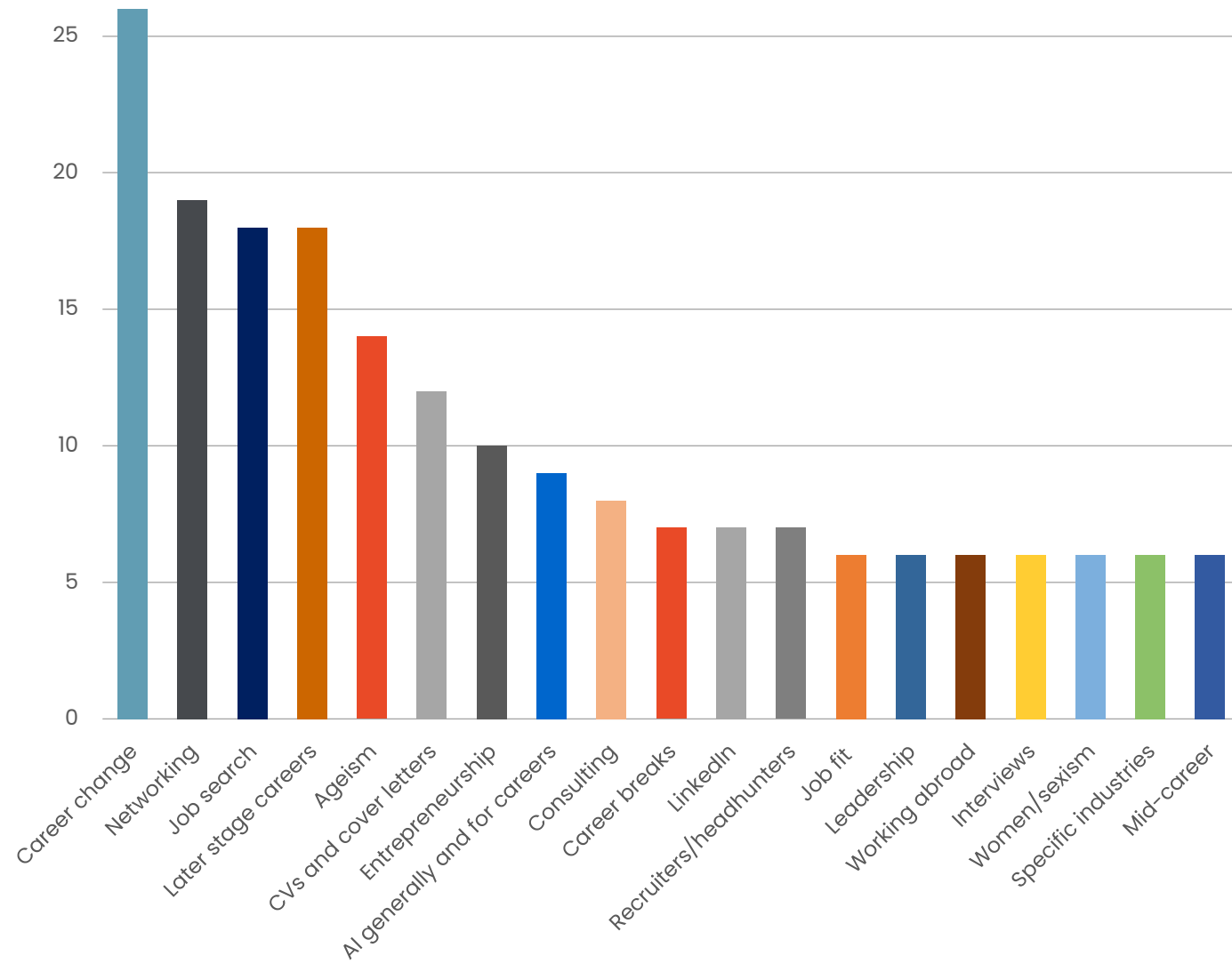


Topic Requests.

In our topic requests we saw lots of interest, as always, in **networking, career change** and the **job search** process (including CVs, cover letters and interviews).

A new and very strong area of interest that has emerged over the past couple of years is **older workers, ageism** and **late stage careers**. Another area that we see new interest in is **AI**.

Interest is also strong in **entrepreneurship, leadership, and career breaks**.



Programme for Autumn 2025.



Proactive Networking for Career Growth

With Steve Dalton

Thursday 6 November 2025



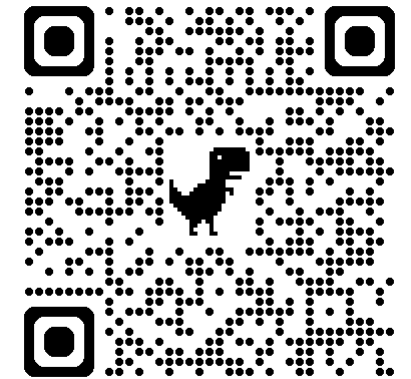
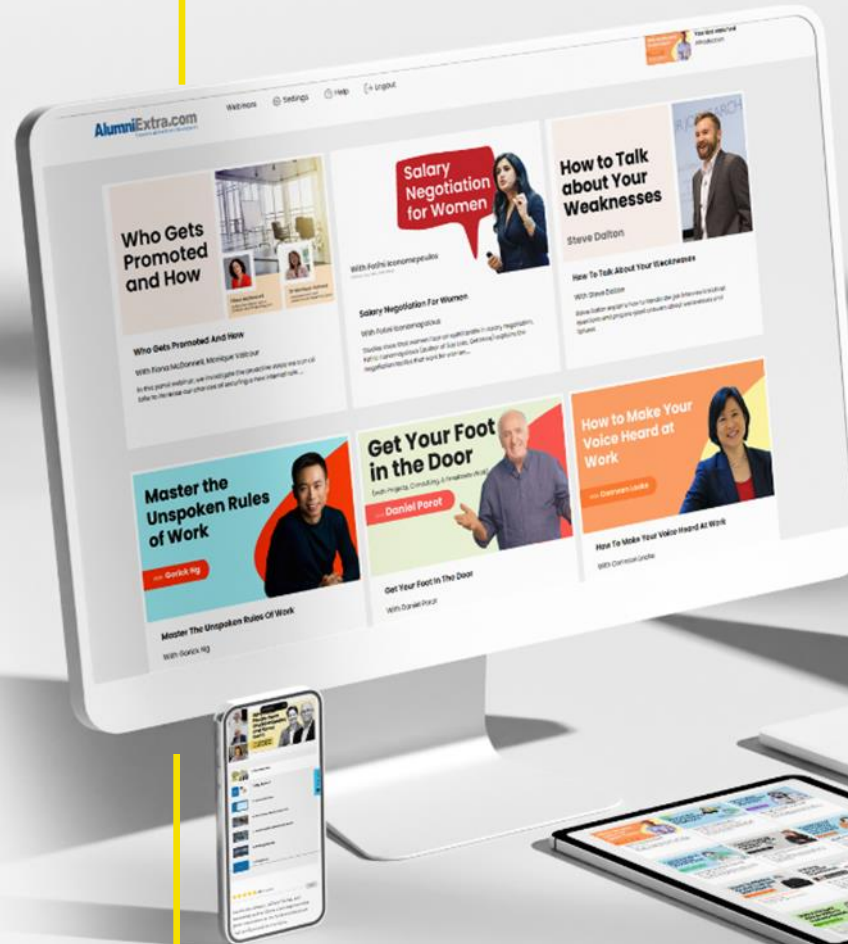
You're Burned Out. Now What?

With Monique Valcour

Thursday 4 December 2025

Three further webinars to be announced for spring 2026

- ✓ Online library of careers webinars for students and alumni
- ✓ World class presenters like Herminia Ibarra, Steve Dalton, Carter Cast, Dave Evans, Dorie Clark and Daniel Porot.
- ✓ Advice on job-hunting, career change, interviewing, networking, portfolio careers, and how to be a better boss.
- ✓ Videos optimised for mobiles and tablets
- ✓ For a demo or free trial contact Neil Courtis (neil@sensiblemedia.co.uk)

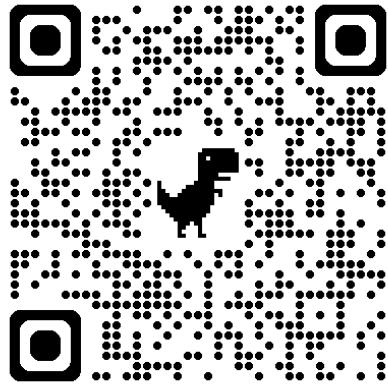


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Sensible Media

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News & research

All our news, articles we've written or contributed to, webinar announcements and highlights of webinars are here.

All News & Data Articles Upcoming webinars Webinar highlights



Our feedback report for 2024

10 September 2024 | News & Data

Feedback report for 2024 now released, including topic request analysis, attendance and registration data and feedback scores.



Our feedback report for 2023

6 September 2023 | News & Data

Now released: our 2022/3 feedback report. It includes feedback scores, data on attendance and registration, and our analysis of topic requests submitted by alumni and students.

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