

Engage your Alumni and Students with International Careers Events

2024 Programme and Brochure



Sensible Media Webinars

Since 2013, we have worked with Europe's leading universities and business schools to produce careers webinars for more than 90,000 alumni and students around the world.

We recruit a global faculty of academics and bestselling authors to investigate the careers issues your alumni and students care about.

We serve EMBA cohorts of 30-50 and large alumni communities of up to 200,000.



Locations of attendees (2022)



What attendees say

“

Great topic, clear and concise slides for reference and reflection, great speaker and presenter, easy to access, good time of day, **lots of very useful information. Thank you!**

”

Imperial College
London

Imperial College Alumni

“

Informative, clear,
excellent & motivational.

”



IESE alum

“

Every 10 webinars we go to,
only one is interesting and actionable and this is one of them.

”

London
Business
School

London Business School student

“

I think it was well-paced, well-managed with the right presenters.
One of the best webinars I've attended in the last four years.

”



Alliance Manchester
Business School alumnus/a

“

It was one of the best webinars that I have attended!

”



Henley student

“

Superb, well founded practical ideas and advice. Great panellists.
A wealth of real world knowledge.

”



IESE alum

Three-Part Programme

1

Five unique live webinars per year presented by our global faculty

2

Unlimited access to our webinar library for students/alumni

3

Tools and resources to help you market events, track engagement and monitor feedback

Live webinars from our global faculty

To deliver our live webinars, we work with the world's leading academics, authors and career experts:

- **Professor Herminia Ibarra**
London Business School
- **Dave Evans and Bill Burnett**
authors of *Designing Your Life*
- **Dorie Clark**, author of *Reinventing You*
- Professor **Jeffrey Pfeffer** (Stanford Graduate School of Business)
- Professor **Connson Locke** (London School of Economics)
- Professor **Carter Cast** (Kellogg School of Management)
- **Steve Dalton** (author of *The 2-Hour Job Search* and *The Job Closer*)
- **Daniel Porot** (Porot et Partenaire)
- Professor **Lauren Rivera** (Kellogg School of Management)

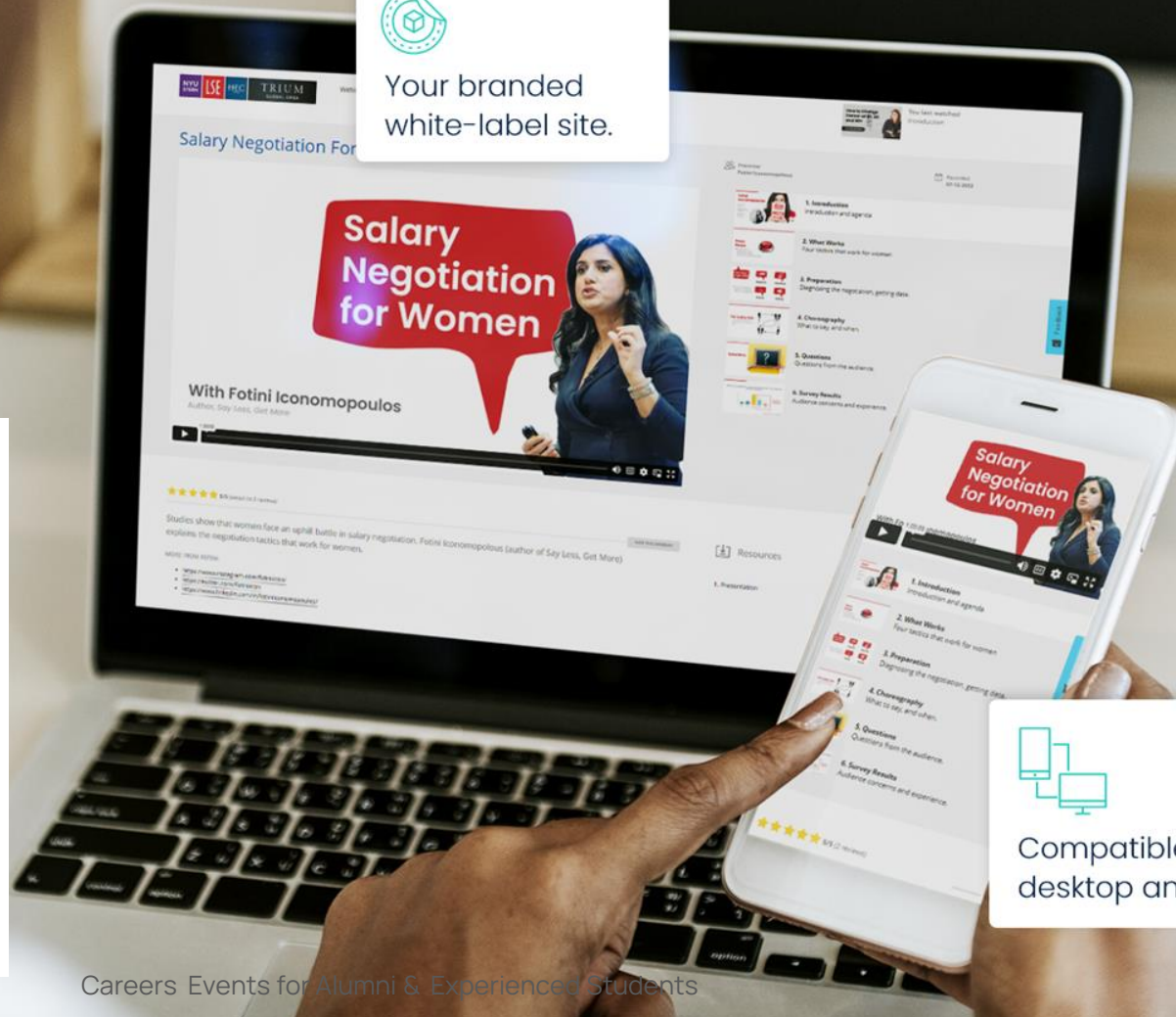




Your branded
white-label site.

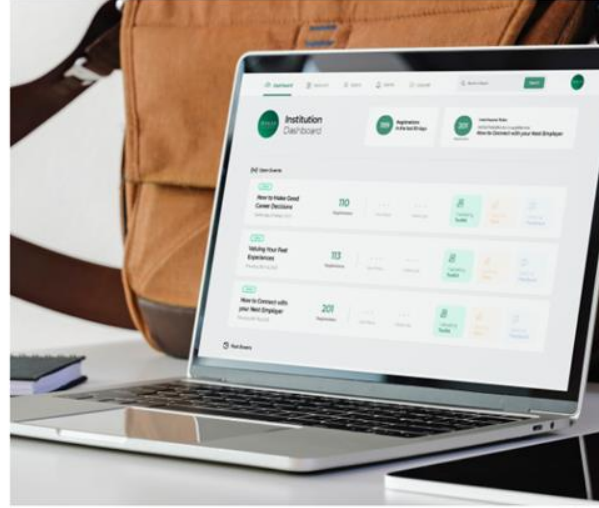
Online careers library

All partner schools have a
branded library of webinars
for their students/alumni at
AlumniExtra.com.



Compatible with
desktop and mobile.

Feedback and Marketing support



Marketing pack for each webinar:

- Personalised **registration links**
- **Marketing copy** for newsletters, event pages and social media
- Speaker **photos** and bios
- Event image pack

Data dashboard with real-time data:

- **Registrations** and tickets available
- Live **attendance**
- **Recording** and **catchup** access

Feedback report on each webinar plus an **annual feedback report** with our analysis of which career issues are **trending** for your **alumni** and **students**.

How we work with **partner** schools

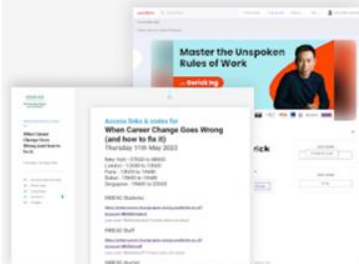
1 Understanding your alumni / students

We start by meeting to understand where they are, what they are doing, and what issues matter to them.



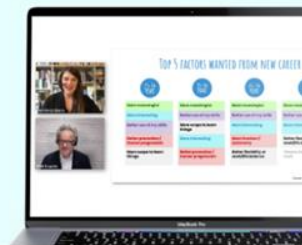
2 Engaging your audience.

Combining your insights (and our feedback) we pick the **issues** that **really impact** your audience.



3 Running the live event.

Relax as we produce the event from our **London studio**.



4 Tracking Engagement.

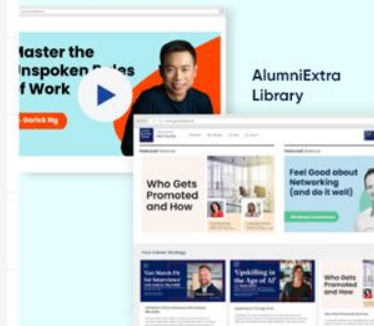
Use our **data tools** and feedback reporting to **track engagement** and **feedback** from your students and alumni.



5 Creating a lasting resource.

We edit the **recording** and provide a **resource pack** for download.

Embed on your site



Autumn 23, now live on AlumniExtra.com

Tuesday 14 November 2023
13.00 London, 14.00 Paris, 08.00 New York

**Follow up: how to turn
new connections into
job search allies**

With **Steve Dalton**



A Sensible Media
Production for: Imperial College London, ie IMD, London Business School, LISBON MBA, INSEAD, YEFUN, QUEEN MARY, IESE, WBS, Audencia, MANCHESTER

Tuesday 14 November 2023

Steve Dalton, author of the bestselling job search guide, *The 2-Hour Job Search* explains precisely how and when to follow up your networking meetings.

Tuesday 12 December 2023
12.00 London, 13.00 Paris, 16:00 Dubai

**Taking the Plunge:
mid-career
entrepreneurship**

With **Chris Coleridge**



A Sensible Media
Production for: Imperial College London, ie IMD, London Business School, LISBON MBA, INSEAD, YEFUN, QUEEN MARY, IESE, WBS, Audencia, MANCHESTER

Thursday 12 December 2023

Chris Coleridge (Cambridge Judge Business School and co-founder of Carbon13 venture accelerator) looks at entrepreneurship as a career option.

Spring 23, now live on AlumniExtra.com

Thursday 9 February 2023
12:00 London | 13:00 Paris | 20:00 Singapore

Who Gets Promoted and How

Panel Webinar



Thursday 9 February 2023

Fiona McDonnell (VP Booking.com) and Dr Monique Valcour (management professor and coach) show how to position yourself for promotion.

Thursday 11 May 2023
12:00 London | 13:00 Paris | 19:00 Singapore

When Career Change Goes Wrong (and how to fix it)

With Professor Herminia Ibarra
London Business School



Thursday 11 May 2023

Professor Herminia Ibarra, London Business School, on why people get stuck in their efforts to change career, and how to get unstuck.

Thursday 8 June 2023
13:00 London | 14:00 Amsterdam | 08:00 New York

Executive Hiring Trends 2023

International Recruiter Panel



Thursday 8 June 2023

International Headhunter Panel reports on hiring trends in the UK, Europe and the US.

Pricing options

All subscriptions include:

- Marketing packs for all webinars
- Data dashboard
- Feedback reports (on each webinar and series)
- Free staff tickets for webinars
- Phone and email customer support for students

	Starter	Intermediate	Advanced	Global	Unlimited
Live Tickets For each live webinar	250 (50 per webinar)	500 (100 per webinar)	1000 (200 per webinar)	2000 (400 per webinar)	Unlimited
Each 100 additional tickets (if available)	£595	£395	£295	£250	Unlimited
AlumniExtra users Max registered users on AlumniExtra	200	400	1000	2000	Unlimited
Embeds Play recorded webinars within your site	×	×	5	10	Unlimited
Uploads Upload your own videos to AlumniExtra	×	×	×	✓	✓
	£4,590 / €5,275	£6,535 / €7,510	£8,300 / €9,250	£10,260 / €11,790	Contact us

Contact us



Neil Courtis

Managing Director
neil@sensiblemedia.co.uk



Lucy Giddings

Head of Customer Service
lucy@sensiblemedia.co.uk



**Sensible
Media**

Scale Space White City
58 Wood Lane
London W12 7RZ
United Kingdom

Tel: +44 (0) 20 3286 4750
www.sensiblemedia.co.uk