

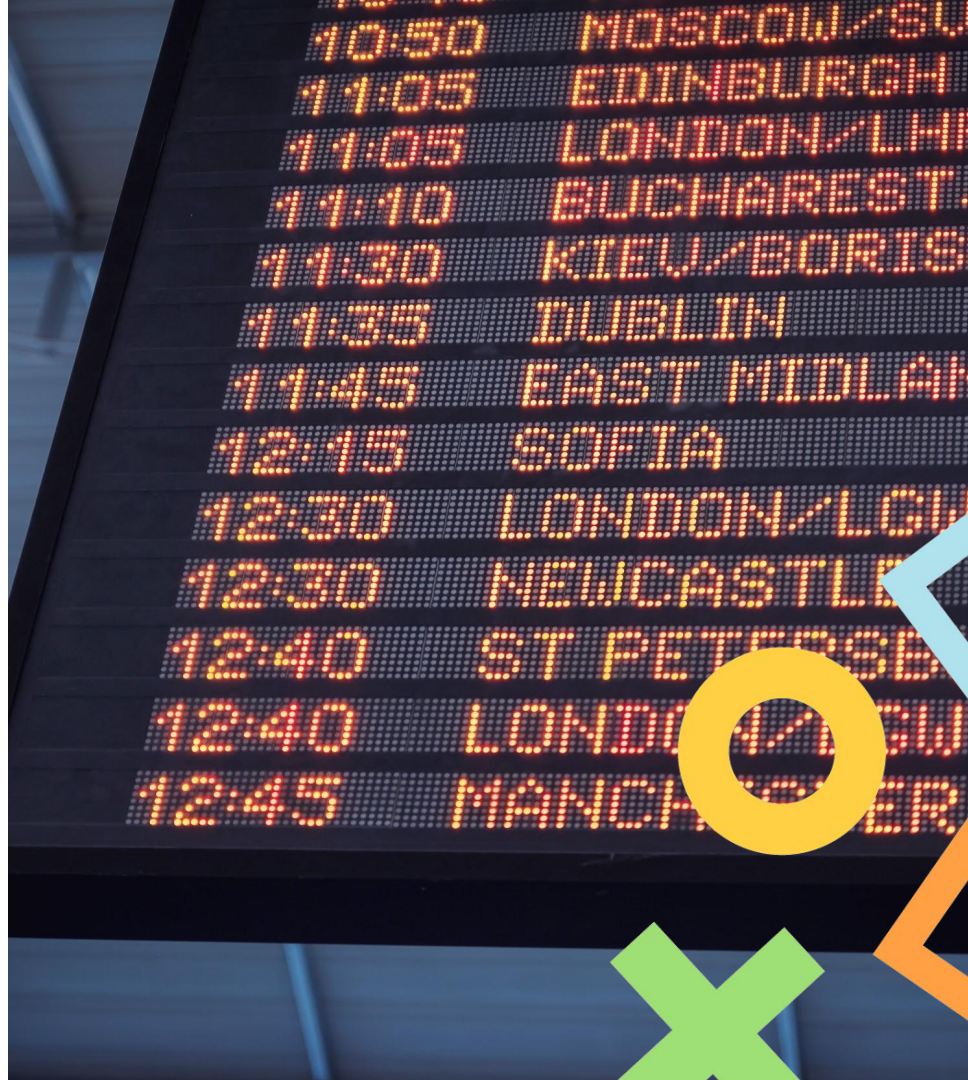


Superhuman student engagement.

Matt Lanham - CEO & Founder

Agenda.

- About me / Gecko
- Everything has changed
- Tips to be Superhuman
- Trends to watch
- Questions



About me and Gecko.





About me.

- 15 years in digital technology
- Technical founder (which means I'm a programmer)
- Range of projects - startups through to Enterprise
- No background in Education prior to Gecko
- My passion is solving problems through Technology



About **Gecko**.

- Founded in 2012
- Team of 20+ people based in Edinburgh, Scotland
- Focused on technology innovation in Education
- Solutions that span many areas of the student journey
- International, Recruitment, Open Days, Offer Conversion, Clearing, Alumni and more
- Growing fast! Just closed £1m investment from investors

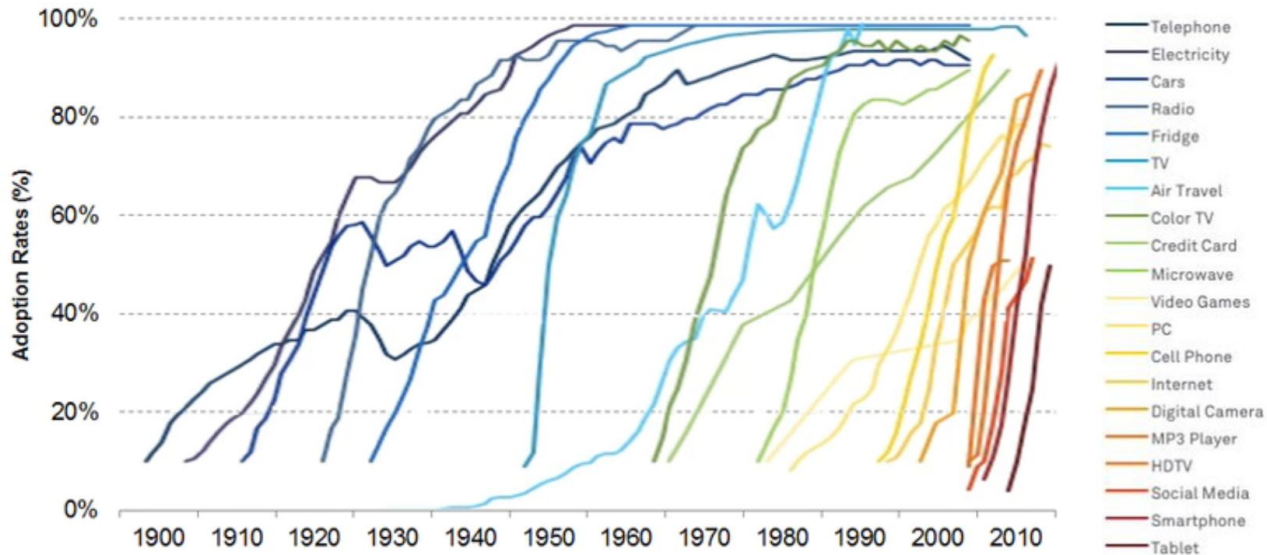


We work with a third of UK Universities helping them capture more than 2 million enquiries!

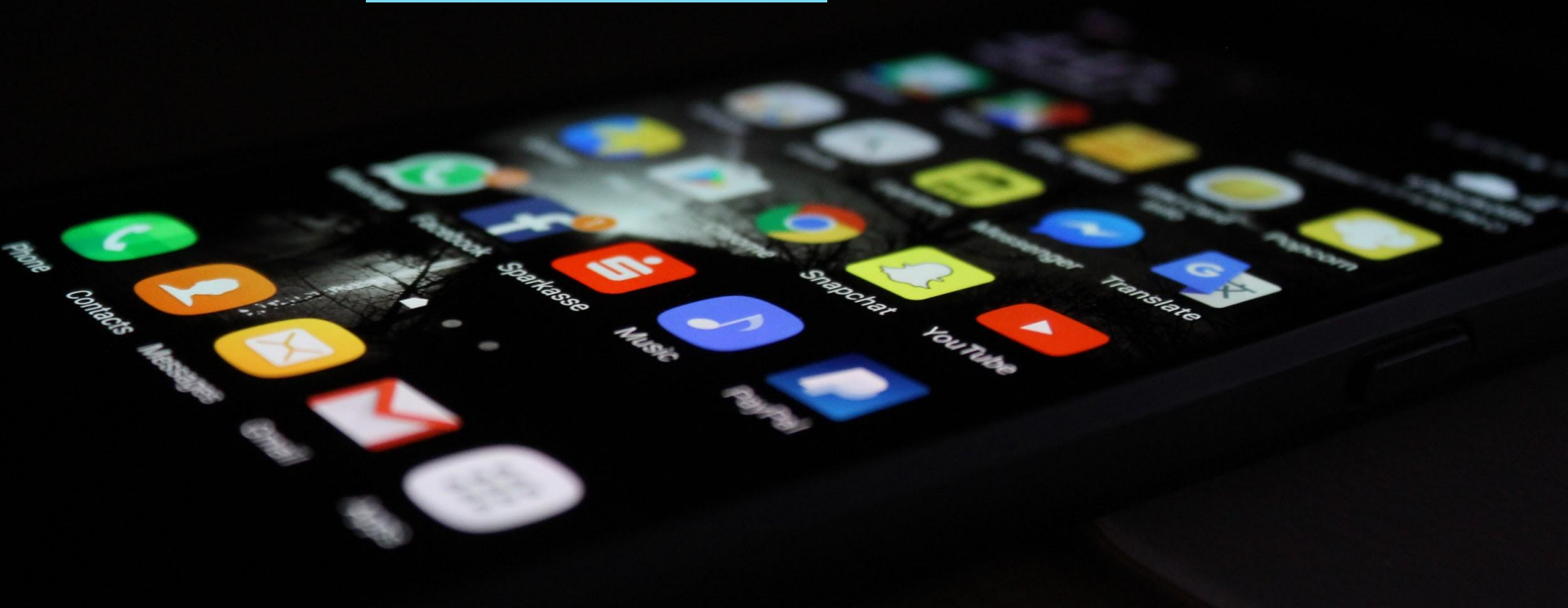
**The only thing that's
changed is everything.**



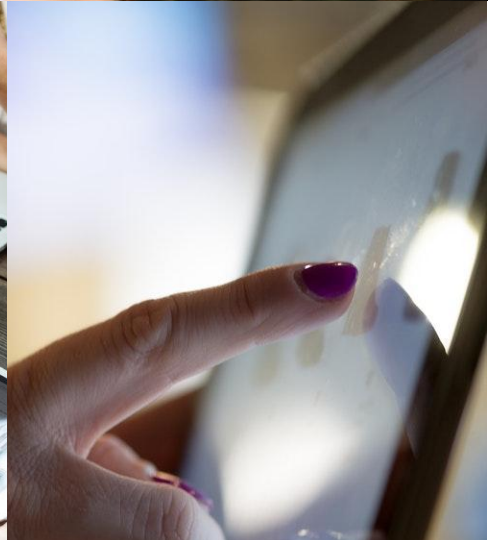
It's difficult to stay on top of all the technology changes, and adoption is faster than ever!



Communication is changing.



**Today's student
is a digital
native with the
world at their
fingertips.**





**The smartphone is the lens by
which we view the world.**





**Brand loyalty is
now a thing of
the past.**



A low-angle shot of Spider-Man in his red and blue suit, standing in a city street. The background shows tall buildings and a clear sky. The image is overlaid with a semi-transparent dark blue filter.

Tips to be Superhuman.

 GeckoEngage



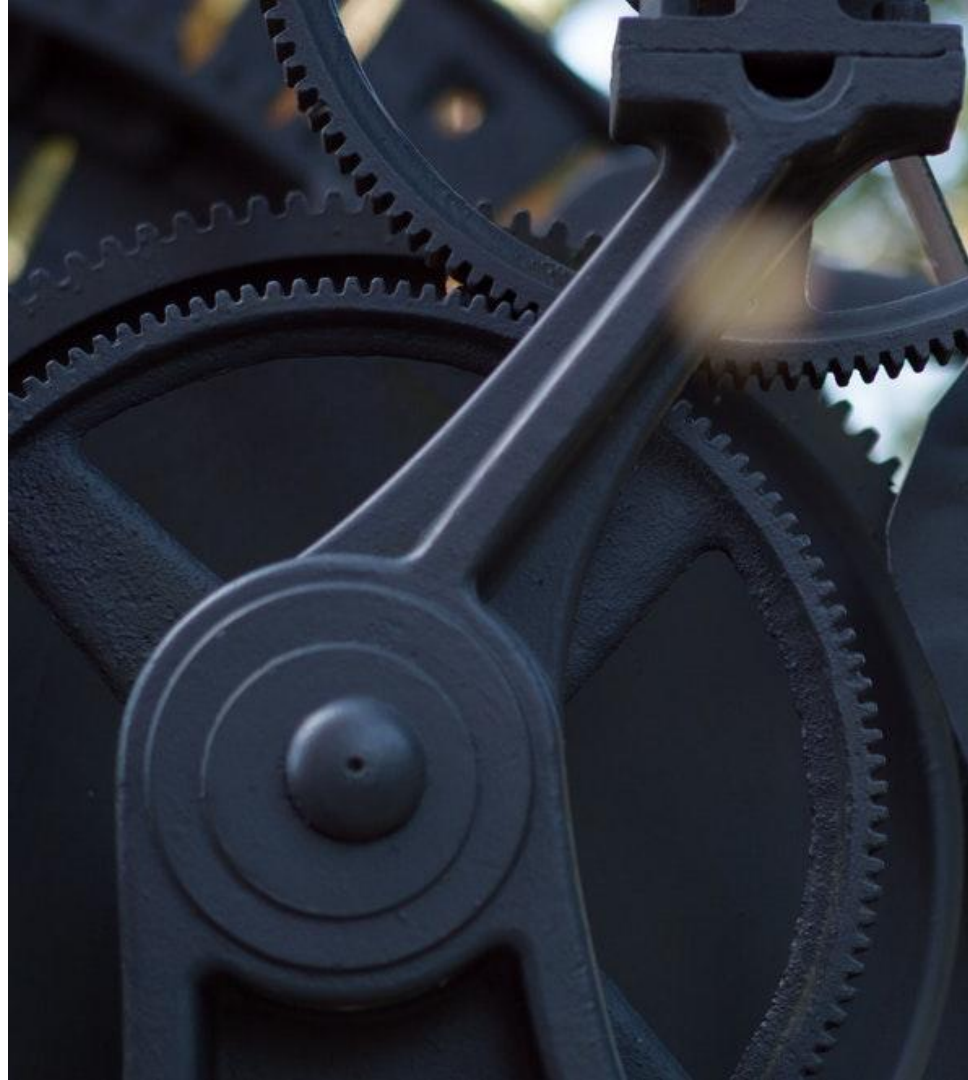


#1 Stop using pen and paper to capture your student details - it's **expensive!**

- Paper sounds like a good idea but it just isn't
- Often takes weeks to get data into other systems
- 30% or more of the paper is useless due to illegibility
- Manual data entry often results in further mistakes
- Oh, and Excel is just as bad!

#2 Automate the boring admin stuff, and reclaim your work/life balance.

- Automate your (hotel room) follow up emails
- Go beyond email - SMS, Facebook, WeChat etc.
- Students live in a real-time world - let software help you
- Build workflows that can trigger next steps
- Embrace the team you have back in the UK





#3 Be personal and build trust and relationships to differentiate

- The more data we can track, the better we can understand the student journey
- With that understanding we can drive the marketing through behaviour
- This allows us to treat each person as an individual
- Bringing us closer to how we treat people when we meet offline

#4 Perhaps we should measure student recruitment in the same way as sales.

- Predictable process that can be tweaked and improved
- What is the cost of acquiring a new student (CAC)?
- What is the lifetime value of a student (LTV)?
- Positive CAC/LTV ratio = Good!
(£5k SAC / £30k LTV = 6.1)
- Segment to calculate CAC per channel - invest more





Be more like Iron Man, a human being wrapped in the latest technology.

- Automation isn't about replacing you!
- Just because it's automated doesn't mean it can't be personal
- Give yourself a break! Use the technology
- Look outside of Education for new thinking

Trends to embrace.



Virtual reality and augmented reality will continue to gain momentum.

- Imagine giving a student a tour of your campus anywhere in the world
- This can be done on a budget with Google Cardboard and 360° images
- Provides an experience that the student will remember
- True immersion will be expensive for now





Do you have any BSc computer science courses?

Sent via Gecko Facebook - 10/18/17, 11:20

Yes, sure - we have three courses available. When would you be looking to start your course?

Sent via Gecko Chat - 10/18/17, 11:20



September 2018 if possible?

Sent via Gecko Facebook - 10/18/17, 11:21

That's great news. All three courses begin in September. Is there a particular area you would like to specialise in?

Sent via Gecko Chat - 10/18/17, 11:21



I am really looking for quite a general course, do any of your courses have scholarship opportunities?

Sent via Gecko Facebook - 10/18/17, 11:22

SB

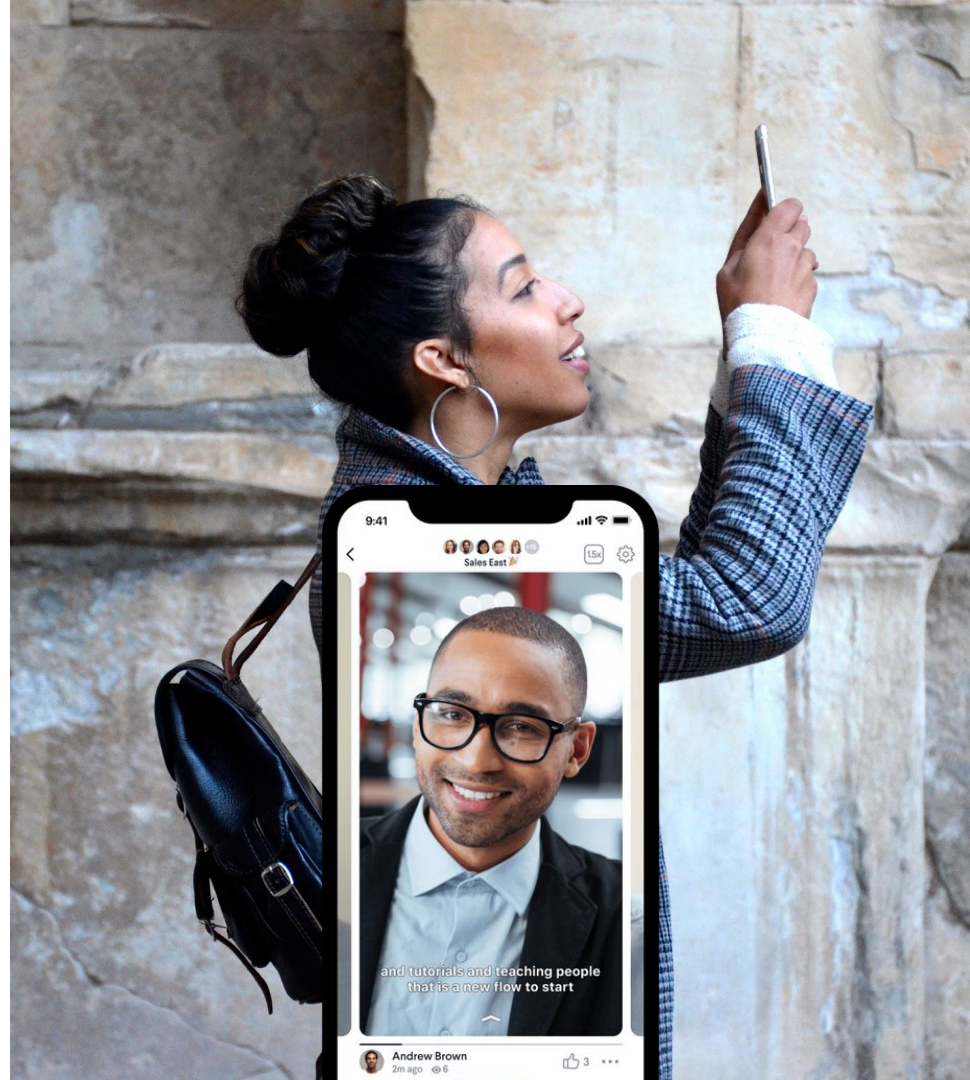
SB

Being able to have a conversation with a student will be as important as having a website.

- The experience lives in an interface students love!
- Fluid, and easy with hybrid chatbot and human input.
- Growing use cases - we're working on this!

We'll see more examples of videos that are personalised to the student.

- Send a video to the student from you and make it personal
- Students will recognise the effort, and you'll stand out from everyone
- Video is a communication channel that is under utilized but it's rising
- It builds trust





THANK YOU

Any questions?