

# Attracting A Busy Audience

A Case Study of Stanford MBAs

Helen Keil Losch, J. Hugh Jackson Library, Stanford Graduate School of Business

## Interests Of MBA Audiences

- Job after graduation
- Any information that will help MBAs find a job
- Any new skill that would help them get a job/do their course work

## Barriers To Reaching MBA Audiences

- Case Based Course Work -makes the classes self contained
- Students are only at the GSB for two years
- Extracurricular activities get in the way

## Know your Audience!

- Focus on an attractive topic, in our case any information related to *Job Searching*
- Save Them Time
- Hit the highlights

## Instruction Formats

- Job Search Workshop
- BullsEye Session on Bloomberg Terminal (30 min. during lunch)
- One-on-one consultation
- Video Tutorial
- Vendor Training

## Deliver Results to Audience

- Tips and Tricks to Save Time
- Clear and Concise Reasons why you are using specific resources, teaching format
- Short one page handout

## Additional Items When Preparing

- Timing – selecting a flexible time for students
- Type of Presentation/Presenter
- Signing Up
- Marketing/Advertising
- Providing Food / Snacks
- Space

## What Worked for Us Ideas For You...?

- Shorter workshops (1 hour max time frame)
- Collaborating with experts in other fields on training (career counselors)
- Hands-on workshops
- It's OK to use the web but know its limitations – live database demonstrations have the most impact
- Guiding students to resources with a short explanation of pros and cons

## Marketing / Messaging

- Use positive feedback quotes from previous workshops to advertise yourself
- Be clear about what you are going to cover in your workshop – Audiences don't like surprises!
- Twitter
- Blog
- Unofficial posting
- Official school postings

## Feedback

- Most effective way to request feedback is immediately after session
- Online feedback tools are available but not effective with busy students who move on to other interests
- Use feedback to continuously reevaluate the timing, content and applicability of services

## Statistics

- Keep statistics for yourself
- Share or compare with others you work with

## Participation

- Quantity vs. Quality
- Are you looking to fill seats or connect with your core audience?