

Virtual Reality

**Connecting prospective students
with institutions worldwide**

Presenter: Marlena Mende, Monash University

OUTLINE.

VR - Connecting prospective students with institutions worldwide.



01 challenges.

Key challenges for student recruitment.
Opportunities using VR.

02 vr research.

What is VR and how has it evolved?
Which sectors is it most relevant to?
What happens when VR meets Education.

03 case studies.

Marketing and Recruitment Campaigns:
Case studies of US and Australian
institutions.

04 toolkit.

Process of a VR Project.
Integrated marketing and conversion activities.
Pitfalls.

05 what's next?

Virtual Reality vs Augmented Reality.
How can education sector capitalise on new
trends?

06 questions?

Questions?
Contact Details.

CHALLENGES.

Typical recruitment challenges institutions face.



01 ENGAGEMENT

02 CONVERSION

03 REACH

PROSPECTS NOT ENGAGED

- Current marketing and recruitment collateral, imagery, videos not interactive. Not suited to convey the campus atmosphere, facilities.
- New generation of prospects highly mobile and tech savvy.
- They expect more stimulation.

PROSPECTS NOT CONVERTING

- International students typically hold multiple offer letters from various institutions at the same time.
- Timing of offer letters.
- Better conversion activities used by other institutions.

MEET YOUR PROSPECTS

Limited ability to travel to meet prospects face-to-face:

- Travel risks to certain countries.
- Budget, time, staff resources.

OPPORTUNITIES.

“Virtual reality is a technology that empowers viewers to experience an event or location as if they are actually there.” (Source: YouVisit)



01

IMMERSIVE

02

IMPACTFUL

03

AUTHENTIC

PROSPECTS NOT ENGAGED

- "Virtual Reality is not a media experience. When it's done well, it's an actual experience."
- "Our findings show that VR causes more behavior change, causes more engagement, causes more influence than other types of traditional media." (Stanford).
- 69% of 18-60 year olds excited about experiencing VR.

PROSPECTS NOT CONVERTING

- Active participation leads to new and strong relationships with your brand.
- This connection can lead to increased loyalty and conversion.
- 36% of prospects would really like virtual tours to compare universities, 30% call it a 'must have' (Cappex 2016).

MEETING YOUR PROSPECTS

- VR is about meeting students where they are.
- It lets them experience the campus as if they were actually there.
- "People remember VR experiences not as a memory of something they saw but as something that happened to them." (Kevin Kelly, Wired 2016)

WHAT IS VR?

“People remember VR experiences not as a memory of something they saw but as something that happened to them.”



IMMERSIVE

First person view.



SOCIALLY INTEGRATED

Content can be accessed via Facebook, YouTube, youku, twitter.



RAPIDLY ADVANCING

Computer technology, particularly small and powerful mobile technologies, have exploded while prices are going down.



360 DEGREE VISION

360 degree content, enabling viewers to look around, e.g. by physically moving their phone.



DIFFERENT WAYS TO EXPERIENCE VR

Smartphone-based display (Google Cardboard, Samsung Gear VR).

Tethered headsets: Oculus Rift.

Cube or dome showing 3D projections.



FROM \$1BN TO \$80 BN

The industry is expected to break the \$1bn (£710m) barrier for the first time this year (Deloitte). Goldman Sachs predict the market could be worth \$80bn (£56.8bn) by 2025.



VR JOURNEY.

The first fifteen years of the 21st century have seen major, rapid advancement in the development of virtual reality.

Virtual Reality
Mixed Reality

2016 - Hololens
Magic Leap

2014 - Google Cardboard
Oculus bought by Facebook

2015 - Samsung Gear VR

2000 - Smartphones

2010 - Microsoft Kinect
2012 - Oculus Rift

1990's - Internet

1950 - 'Sensorama'



The Year of VR

Market Value

Rapid Growth: industry expected to break the \$1bn barrier for the first time in 2016 and estimated to be worth \$80bn by 2025.

Tech & Prices

Faster and Lower

Computer technology, especially small and powerful mobile technologies, has exploded. High density displays, 3d graphics capabilities. Prices have been driven down. It's scalable and accessible.



HEADSETS.

The difference between 360 video and Virtual Reality.

360 video: Viewable without headset via platforms such as Facebook, YouTube, twitter or youvisit. Users can look around by using their mouse or moving their phone.

VR: Viewed through a head-mounted display and stereoscopic view for immersion and presence in other world. Some are tethered to a computer, others are powered off a smartphone.

PLAY.
BUY.
APPLY.



SOCIAL INTEGRATION.



[<http://www.engineeringchallenges.org/File.aspx?id=14587&v=8d63c3d5>]

Virtual Reality Infiltrates Social Media with 360° Video Sharing

Facebook (2015)

More than 1.3 billion people view more than 3 billion videos on the service each day.

Best viewed on mobiles, runs on standard browsers. No need for headset.

YouTube (2015)

Watch 360 videos on YouTube either with or without headset.

Download the YouTube app to watch.

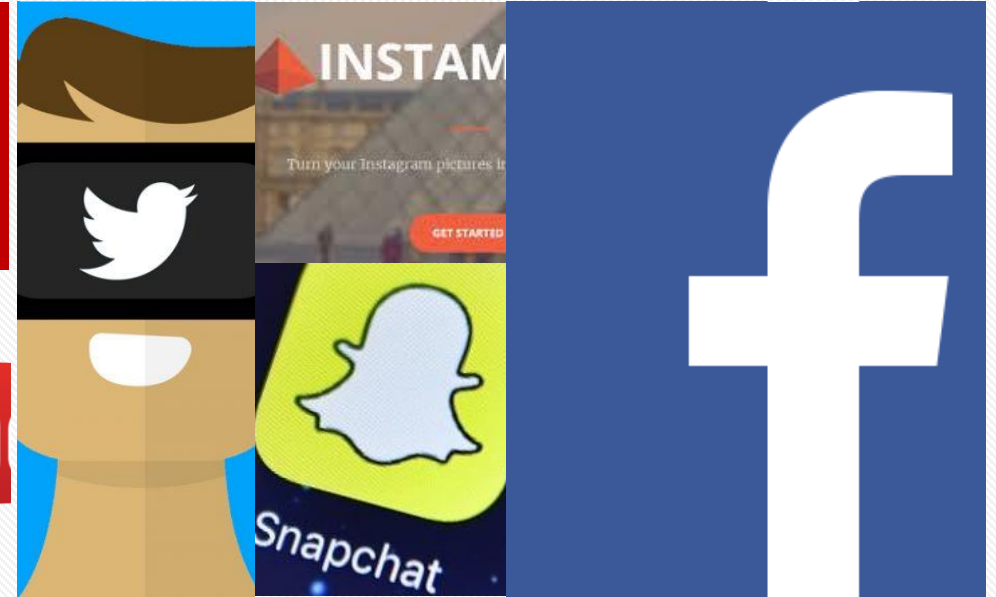
Upload content easily.

Twitter (June 2016)

Twitter has formed a new team focused on VR and AR development

IMMERSE.

ouTube



Snapchat (Sept 2016)

Snapchat is experimenting with augmented reality technologies.

Speculation that SnapChat may develop an AR device. Snapchat purchased Vergence Labs in 2014, a smart eyeglass developer.

Instagram (June 2016)

Instamuseum takes photos in Instagram feed, uploads to Sketchfab and with one click turns those images into fully realised VR gallery that friends can tour.

SECTORS.

“Virtual Reality will change business as we know it”.



ENTERTAINMENT
PAUL MCARTNEY CONCERT IN VR

The entertainment industry is one of the most enthusiastic advocates of virtual reality, most noticeably in games and virtual worlds.



**30 years and
still evolving**

It's our mission to continue to be magic. The Happy Meal simi doesn't always mean ripping, folding and sl viewer made from an possibilities are endle



TOURISM & HOSPITALITY
HAPPY GOGGLES

**McDonalds (Sweden)
VR Happy Goggles
limited edition.**

happygoggles.se/en

Healthcare is one of the biggest adopters of virtual reality which encompasses surgery simulation, phobia treatment, robotic surgery and skills training.



HEALTH
SURGERY SIMULATION

**HOW
ABOUT
EDUCATI
ON?**



EDUCATION
GOOGLE PIONEER EXPEDITIONS

#aiec2016

VR MEETS EDUCATION.



CRUNCH NETWORK

When Virtual Reality Meets Education

Posted Jan 23, 2016 by [Elizabeth Reede \(@ElizabethReede\)](#), [Larissa Bailiff \(@larissa_bailiff\)](#)



ACADEMIA #01

Embedded in teaching & learning

- 'Immersive education game changer': Pioneer Expeditions launched in September 2015. Kits for the classroom.
- Health: surgery simulation, skills training locally or internationally.

MARKETING #02

Using VR for marketing purposes

- VR is immersive, novel and memorable.
- Accessible for target audiences and institutions (price and reach).
- Integrated into social media channels.

Powerful marketing tool: a recent report found that 69% of adults 18-60 are "excited about experiencing VR," particularly to "explore places" and "experience entertainment more deeply."

University uses virtual reality for recruitment

April 26th, 2016

[Tweet](#) [Share 24](#) [in Share 38](#) [G+1](#) [1](#) [Email](#) [Print](#)



Accepted students receive virtual reality headset for immersive virtual tour of campus via custom website

The University of Hartford's Barney School of Business (the Barney School) has launched a virtual reality campaign in an effort to attract accepted students for the class of 2020 to enroll in this upcoming fall semester.

How colleges are benefiting from YouVisit Virtual Reality



High School Visits

Attract and engage prospective students during high school visits and events



College Fairs

Take your campus with you to college fairs and when traveling internationally



Marketing Campaigns

Create a lasting impression by giving prospective students and parents affordable branded virtual reality headsets

USNews Education • Colleges • Grad Schools • Online Programs • Global Universities • Community Colleges

EDUCATION • POST SECONDARY EDUCATION

Global Universities Use Digital Tools to Recruit International Students

Universities worldwide are offering students virtual tours, online efforts and webinars as ways to connect with their institutions

By Anayak Durrant | Contributor | Sept. 28, 2016, at 7:00 a.m.



Businesses, schools, hospitals test virtual-reality technology



JOHN STEARNS

The University of Hartford's business school is providing a virtual-reality tour of its campus to accepted students hoping to convey the experience of matriculating pupils this fall.

Tufts Medical Center in Boston is using virtual reality to educate patients and families about heart catheterization lab before procedures.

More businesses, schools, hospitals and hospitals are dipping their toes into the virtual world to see how they can exploit the technology for myriad purposes, including to attract more customers.

"A lot of companies are starting to use it because it's kind of all the rage right now," says Melissa Tait, senior vice president and project manager for Farmington, Conn.-based Primacy, an independent digital agency that has done the VR work for the University of Hartford.

PHOTO | CONTRIBUTED



Inbound Marketing in Higher Education

Learn how Inbound marketing can help Higher Ed marketers to attract top talent, people, convert prospective students into applicants and delight alumni.



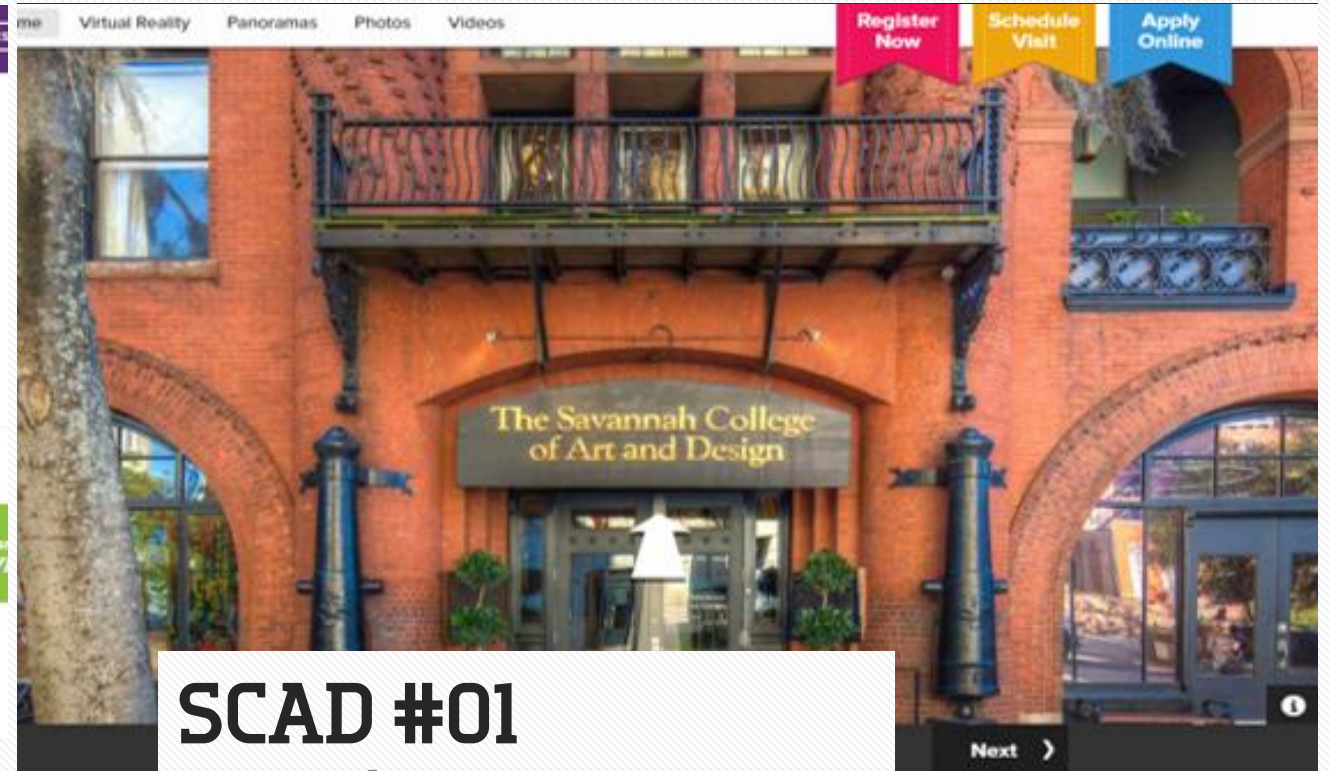
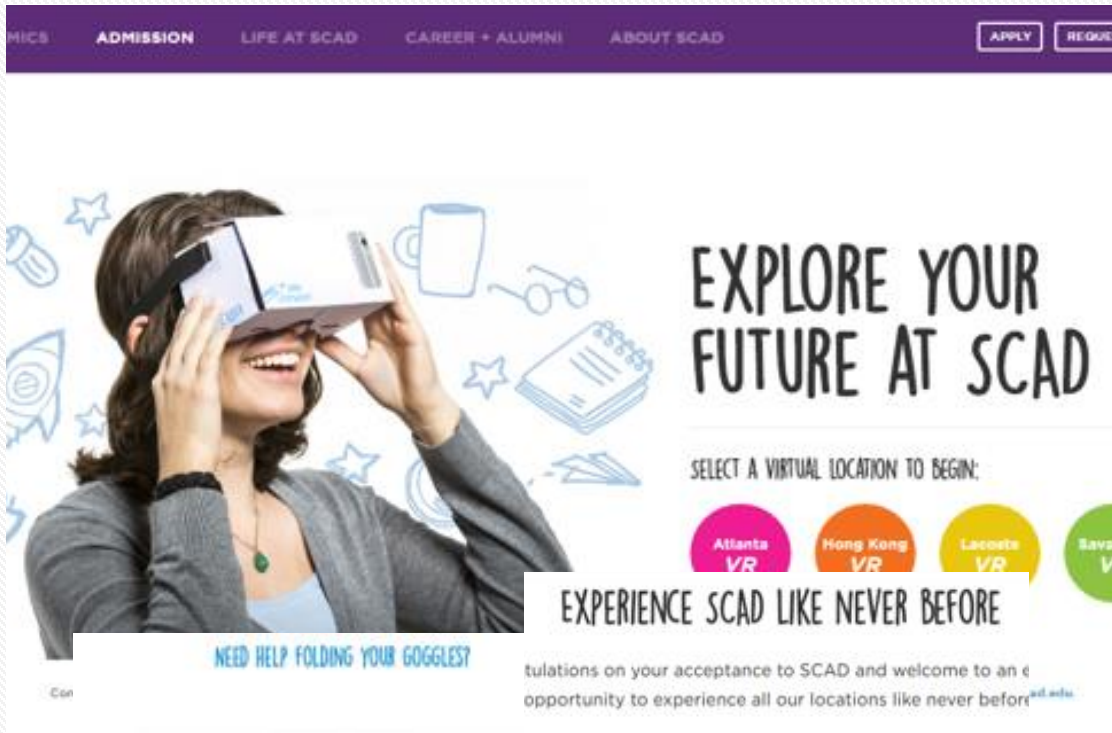
GET THE WHITE PAPER

08.23.16 LOUIS MILLER HIGHER EDUCATION

6 Innovative Colleges and Universities Using Virtual Reality Tours to Enhance Recruitment

Step into a new world of university and college tours. Virtual reality is here. With a virtual reality tour, you can bring your prospective students onto your

CASE STUDY.



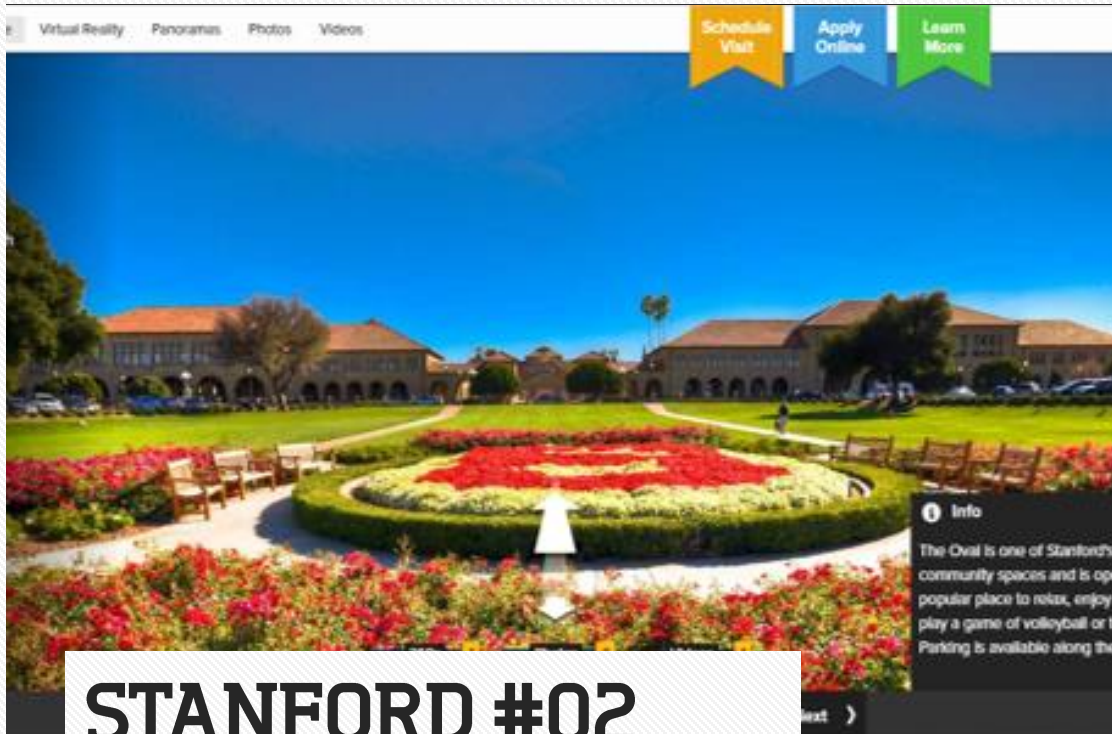
SCAD #01

Integrated campaign

- Branded virtual reality headsets for students who were accepted into the school, but had not yet enrolled.
- To explore its campuses and picture what it would be like to attend the College.

Platform: YouVisit and Website

CASE STUDY.



STANFORD #02

Columbia, Princeton.

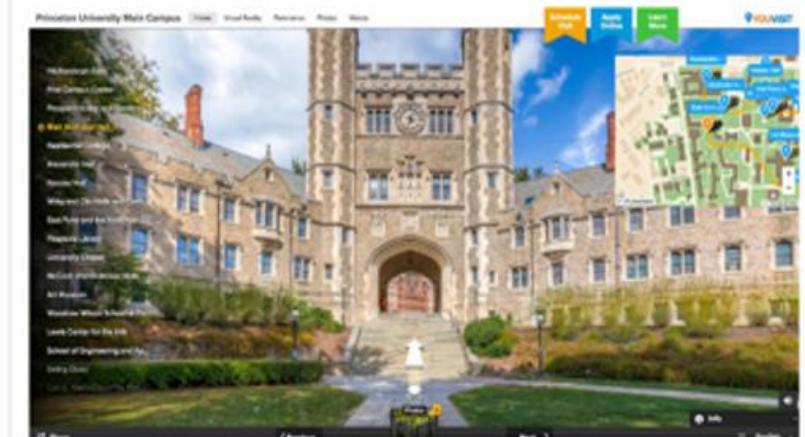
- Available in multiple languages (English, Korean, Mandarin, Spanish).
- Admissions' initiative to reach audiences in the digital space.
- Different versions of virtual tours, including student speakers, maps.

Platform: YouVisit



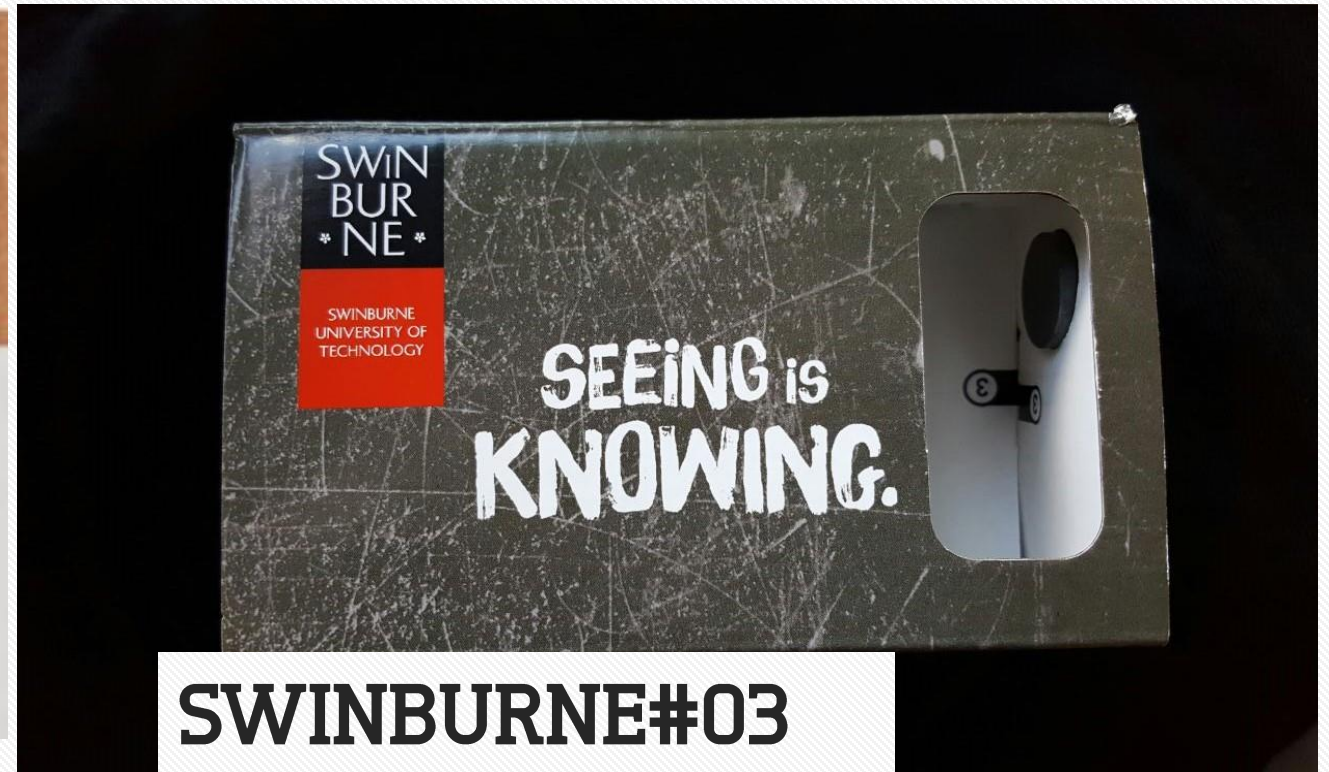
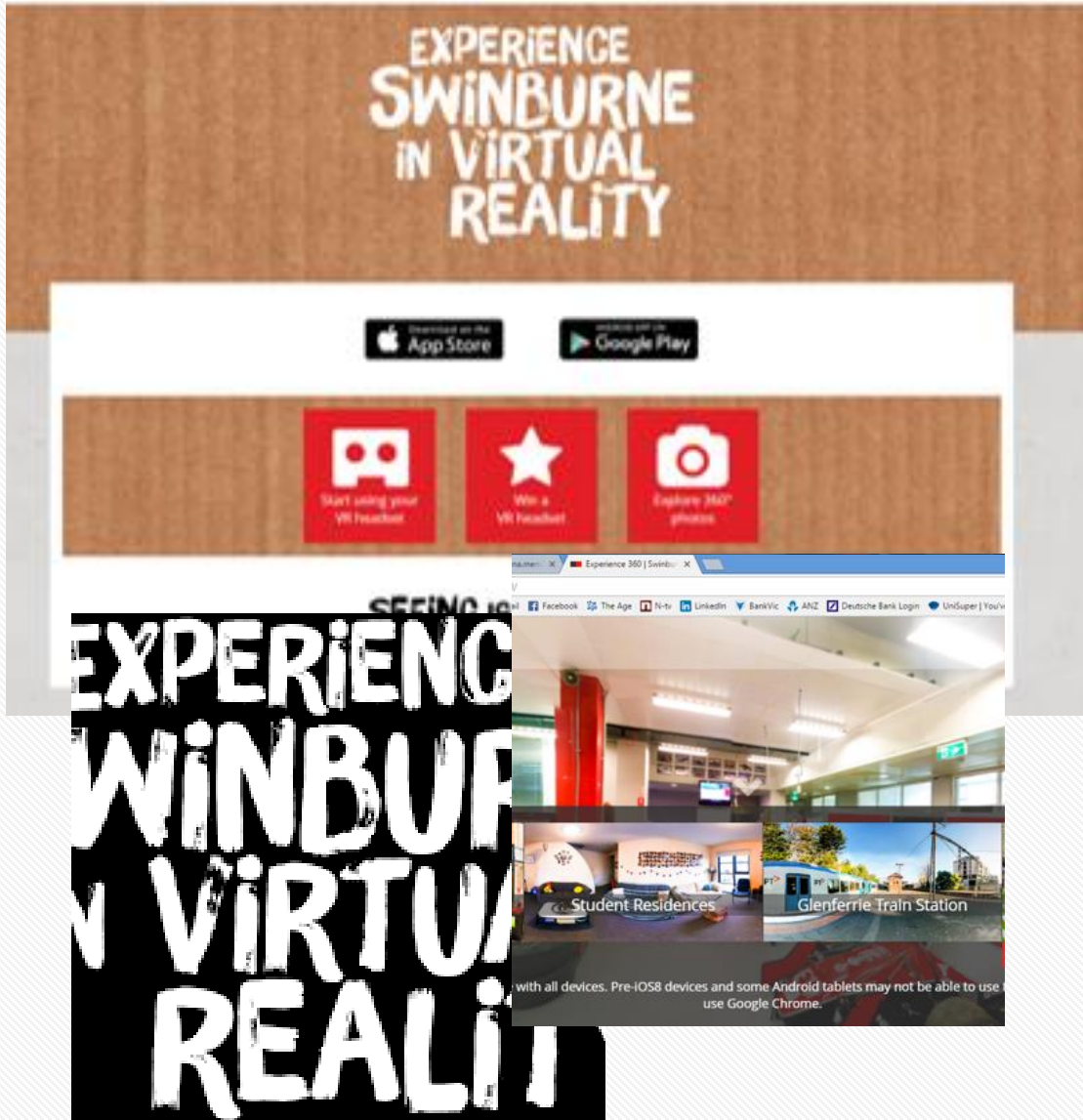
the world to explore the campus remotely. The tour is available in four languages (English, Korean, Mandarin and Spanish) and comprises 23 stops highlighting iconic buildings, academic centers, and student and recreational facilities.

The virtual tour offers viewers an experience similar to visiting the University in person. Tour stops include full-frame photos of each location, 360-degree panoramas, and related photos and videos.



Princeton University's iconic Blair Arch is one of 23 stops on a new virtual tour of campus. The tour is available in four languages (English, Korean, Mandarin and Spanish) and can be accessed via desktop, tablet, mobile phone or virtual reality glasses. The virtual tour offers viewers an experience similar to visiting the University in person. (Image courtesy of the Office of Admission and YouVisit)

CASE STUDY.



SWINBURNE#03

'Seeing is Knowing' Campaign

- VR *Seeing is Knowing* campaign and cardboards.
- App available on iTunes.
- Distributed to prospects at Open Day and course advice nights.

CASE STUDY.



Project Brief

Deakin's Open Day in 2015, we knew we had to do something special. Open Day is this amazing opportunity where we have thousands of people turning up looking to be inspired and inspired.

Project Innovation/Need

Campus tours have always played a big role, but they haven't ever changed. So we asked ourselves, what would it mean to experience the campus tour of a future-focussed university like Deakin? We wondered how we could get students to tour 4 campuses in around 2 minutes, in a way that they'd never forget.

Project Challenge

Equipped with drones, 360 degree cameras rigged up to ensure we captured every single angle. We pulled all the footage together and what you ended up with was this incredible immersive experience that literally felt like you were soaring through the sky.

Experience

This stage would typically be rolled out to VR headsets. These are great, but the problem is they're really an individual experience. For Deakin's Open Day, we wanted to change this. We went and built a custom VR headset that was small enough to fit in your pocket and could be used by anyone.

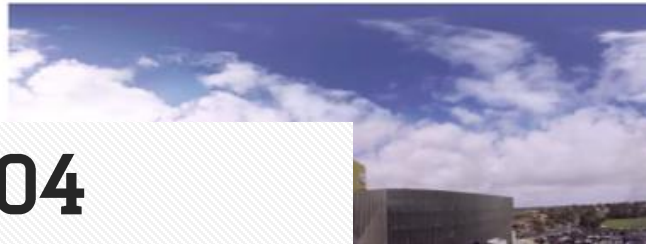
DEAKIN #04

Flight DX3K

"Deakin University decided to take the concept of the campus tour to new heights, capturing incredible footage throughout all four of its campuses with a 360 degree camera rigged to a custom built drone. Rather than playing the footage through individual virtual reality headsets, the team has built an incredible immersive virtual reality space that incorporates projections on all surfaces. The result is an amazing experience that emulates the sensation of flying through each of the campuses."

AGENCY: Hardhat Digital

DATE: Open Day 2015



Deakin Flight DX3K

[Deakin University](#) / [Hardhat](#) | [Marketing - Branded Experience](#)

2015 Melbourne Design Awards



Project Overview

We recreated the campus tour to give visitors to Deakin's Open Day an experience of flying through the four campuses.

Over 1,400 visitors experienced Deakin from a different perspective. And they loved it!



Nomination
Deakin University



TREND REPORTS

CONSULTING

EXPERTS

MEMBERSHIP

EVENTS


EXPLORE PSFK'S SPORTS DEBRIEF

Forget the Walking Tour, Incoming Scholars Fly Over Campus



CASE STUDY.





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INTERNATIONAL FUTURE
STUDENTS

Enquire > Apply > Accept >

Virtual Reality Glasses



[UTAS Home](#) > [International Future Students](#) > Virtual Reality Glasses

We at the University of Tasmania are inspired by the link between technology and the imagination. We always aim to push further; to broaden horizons; to challenge convention.

That's why we've come up with a game changer.

A device so stunning and so easy to use it re-imagines and redefines the student experience. It embodies all that we aim to achieve at the University of Tasmania.

Google Cardboard is a smartphone-based Virtual Reality platform that takes an inexpensive cardboard constructed viewer and, by inserting the everyday phone into it, transforms it into an immersive panoramic experience of selected university campus locations.



We believe an image speaks a thousand words. This device speaks more than any pamphlet or handout – it speaks to our sense of adventure.

Once a smartphone is inserted into the VR Viewer and the application loads up, the VR Viewer application senses movement and rotates the image accordingly, creating the illusion that you are experiencing stunning campus images. It's as if you were standing right there.

Download it from
the App Store

Download it from
the Android Market

UTAS #05

Virtual Reality campaign.

- In collaboration with HECG developed an international marketing strategy.
- Brief: to use innovative tools to increase marketing impact while also reducing costs.

#aiec2016

CASE STUDY.



MONASH #06

Marketing and Conversion VR Campaign

- Distribution to international prospects for conversion.
- Distribution to agents and counsellors for training.
- Recruitment expos, school visits, conferences.
- Key alumni events and reunions.
- Digital marketing campaign.

Production studio: Pixelcase, WA

DATE: September, 2016



360/VR EXAMPLE.



360/VR EXAMPLE.



AUDIENCES.

Take your university to your audience's doorstep.



PROSPECTS

Target prospects and influencers with immersion.

- Extend reach of Open Day.
- Opportunity to roadtest campus and city.
- Showcase placements, fieldtrips.



PARTNERS

Industry, clinical, research or government partners.

- Showcase facilities, e.g. research platforms.
- Demonstrate strong collaboration between faculty, university and partners.



AGENTS

Clear picture of campus life and a selling tool.

- Familiarise themselves with campus.
- Can use as differentiating marketing tool.
- Enhance agent training workshops.



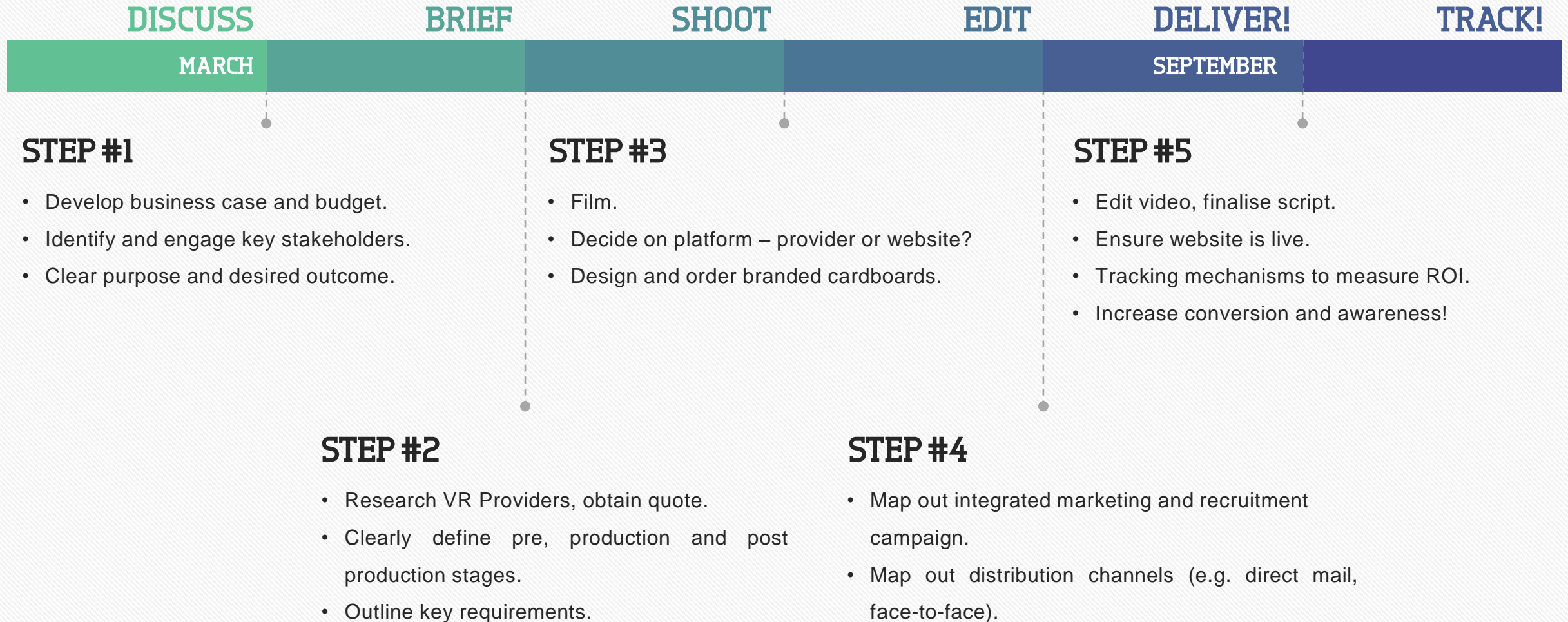
ALUMNI

Engagement tool for advancement and development.

- Showcase what's new.
- Experience events from anywhere.
- Create empathy: potential development tool (donations, mentoring).

PROCESS.

Key steps of a VR project journey.



PITFALLS.

Pitfalls to be aware of when implementing your VR project.



BUDGET

- Annual platform fees.
- Costs when creating your own VR site or app.
- Additional surprise costs (e.g. customs tax).

OTHER FACTORS

- Permits.
- Consent forms.



TIMING

- From inception to implementation.
- Key timings of events, offer cycles.
- Filming weather.

ACCESSIBILITY

- Chosen social media channels and internet quality.
- Does platform have enough reach?

INTEGRATED CAMPAIGN.

Implement as part of an omni-channel marketing and recruitment strategy.



OMNI- CHANNEL

STRATEGY



Although it is in itself a powerful tool, virtual reality is a means, not the final purpose. So it should be always implemented as part of an omni-channel digital marketing strategy.
(Neosperience, July 2015)



OPEN DAY

Recruitment fairs.
School visits.

GUIDES

Course Guides,
Collateral

AGENTS

Interstate or internationally.

ALUMNI

Reunions, events

DIGITAL

Desktop/Mobile
Social Media
SEM/SEO
Edms and CRM
Google Analytics

CONFERENCES

National or international

PARTNERS

Industry, clinical,
government

MIXED REALITY.

What's next? AR and MR superimpose images, creating new experiences within your current environment.



PETER JACKSON
FILM DIRECTOR

Mixed Reality doesn't take you out of this world. Instead it adds elements to our real world.



IKEA
FURNITURE

Uses AR to let customers project their new sofa, armchair, or entire kitchen onto their current home. An early adopter, IKEA has been offering this option since 2013.

Pokemon Go can be considered an augmented reality game; it enhances reality rather than replacing it with a completely fabricated environment.



POKEMON GO
MOBILE GAME

HOW ABOUT EDUCATI ON?



MICROSOFT HOLOLENS
MIXED REALITY

HOLOLENS.



Microsoft HOLOLENS

- Brand new.
- No phone involved.
- \$3,000 for developer version of headset.
- Augmented reality projected into a normal environment.

CONCEPT: HOLOLENS

DATE: 2016

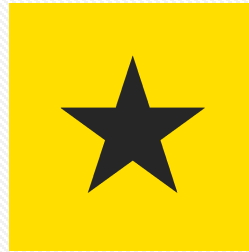
COST: \$3,000 (headset)

EDUCATION: Opportunities?

TAKE-AWAYS.



RESEARCH



INNOVATE



EXECUTE

CONNECT.



CONTACT INFO

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Web: virtualreality.monash.edu (Coming soon)

VOTE FOR ME!

I am running for IEAA role of Deputy Convener (Marketing and Recruitment).

SOCIAL MEDIA



@Monash.University



#@MonashUni



#@Monash_FMNHS



marlenamende

VIRTUAL REALITY

@MONASH

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**DIG DEEPER
LEARN MORE**

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SOCIAL MEDIA AND VR

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