

Marketing your institution to businesses in the current economic downturn

Professor Wendy Purcell

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(20min presentation)

The University of Plymouth, *the* enterprise university, is an ambitious, world-class institution and one of the largest university's in the UK with over 30,000 students and 3,000 staff. At Plymouth, we see the role of a university as an "enterprise engine" of the regional economy. As a leading institution, the University of Plymouth understands the value it brings to its city and region; embedding innovation and creativity at the heart of all its activities. By embracing fully its social and economic responsibilities, the University of Plymouth demonstrates how universities play a key role in leading the development of economically, culturally and socially vibrant region.

When marketing the University to businesses and professionals, the key aspects of our approach are responsiveness and agility. The University has used HEFCE's Economic Challenge Investment Funding, to create a one-stop-shop for businesses and the third sector to access university knowledge and services. This gateway brand called 'Enterprise Solutions' creates bespoke packages for both individuals and businesses and ensures our activities are responsive and targeted.

Professor Wendy Purcell, will discuss the Enterprise Solutions brand, the University's proactive and positive approach and the advantage of promoting other activities which attract businesses. She will discuss the reasons why businesses in the South West want to work with the University and how you can use this information in marketing material and how we are working with other agencies such as Business Link to ensure all aspects of our business engagement serve business needs. Finally, she will discuss the importance of having a range of engagement activities from research and consultancy through to KTPs, internships, work placements and volunteering - showcasing the University as a source of ideas and solutions that help businesses drive growth and competitiveness in challenging economic times helping them position for the upturn.