

Gecko Forum 2022 Agenda

EDINBURGH NEW YORK
08:30 03:30
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09:30 04:30

Registration, networking & light breakfast

Check-in, caffeine up, then say hello

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09:30 04:30
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09:55 04:55

Welcome from Gecko's Founder & CEO

Matt Lanham, CEO
Gecko

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09:55 04:55
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10:40 05:40

What's changed in Product & Product team introduction

Stewart Scougal, CPO
Amy Gallacher, Product Manager
Cheryl Sloan, Product Manager
Gecko

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10:40 05:40
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11:10 06:10

Re-engineering Clearing: How we revamped our Clearing processes using Gecko

Nick Jackson, CRM Manager
University of Southampton

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11:10 06:10
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11:40 06:40

Refreshment break

Loo break & more caffeine

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11:40 06:40
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12:10 07:10

Converting more applicants by combining online, in-person and on-demand events

Jonny Atkinson, Events & Recruitment
University of Liverpool

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12:10 07:10
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12:55 07:55

An analysis of how 22,000+ UK students selected their university

Ashley Walshe, Partnerships Manager
Jess Wells, Partnerships Manager
Unifrog

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12:55 07:55
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13:55 08:55

Lunch break

Yummy food & networking

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13:55 08:55
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14:25 09:25

Lessons from ditching a call centre & scaling live chat to 3,000+ conversations a week

Keith Hutchison, Enquiry Team Lead
University of Glasgow

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14:25 09:25
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14:55 09:55

Building robust processes with Gecko

Ant Babajee, CRM Manager
London Middlesex University

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14:55 09:55
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15:25 10:25

Roundtable: Comparing and contrasting 4 approaches to CRM

Matt Lanham, Gecko
Phil Smith, Northumbria University
Will Hill, Bath University
Danielle Wedderburn, Goldsmith's
Ricky-Jermaine Harry, UCL

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15:25 10:25
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15:45 10:45

Refreshment break

Loo break & yet more caffeine

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15:45 10:45
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16:15 11:15

Lessons from successfully maintaining a multi-department chatbot

Lucie Hornblower, Digital Channel Manager
University of Birmingham

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16:15 11:15
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17:00 12:00

Where next? An insight into Gecko's product roadmap

Stewart Scougal, CPO
Amy Gallacher, Product Manager
Cheryl Sloan, Product Manager
Gecko

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17:00 12:00
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17:05 12:05

Closing thoughts

Matt Lanham, CEO
Gecko

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17:05
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19:00

Networking + Alcohol*

*Non-alcoholic drinks available (as is more caffeine)