

PREVIEW DAY BEST PRACTICES



Preview Days are one of the best ways to encourage prospective students to consider attending your site and to showcase all your program has to offer. Here are some tips to help make your event successful.

- Audit your resources to execute a successful visit day
 - Reorder or reprint items as needed
- Clarify your event schedule, staff expectations, and logistics up front
- Ensure a welcoming first impression and hospitable guest experience
- Prioritize a campus tour (no matter the size of your campus)
- Highlight the unique features of your campus
- Involve current students in showcasing campus life
- Provide effective, efficient, and energetic sessions
- Offer an opportunity to respond to a next step (such as inquire or apply)
- Prioritize making your guests feel seen and heard
- After the event, follow up with attendees and your staff to gather feedback and track data