

PREPARE STUDENTS WITH AMAZING CONTENT

How to use content strategy, storytelling and video to improve how your pre-departure content.

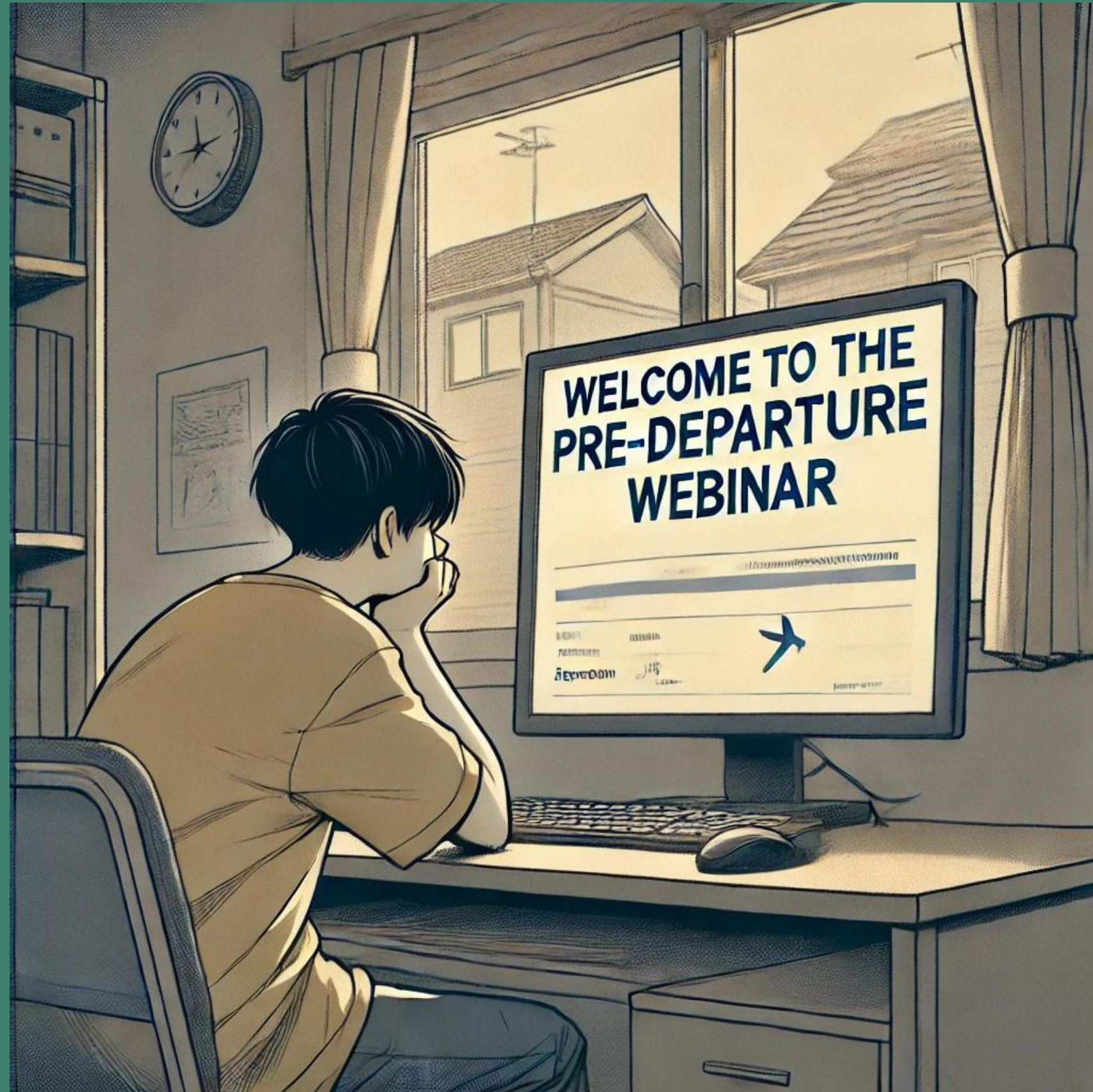
Why Pre-Departure Content Matters

- Stops problems before they occur
- Reduces anxiety and uncertainty
- Creates a soft landing - sets expectations.
- Builds trust
- Improves cultural adjustment
- Improves readiness

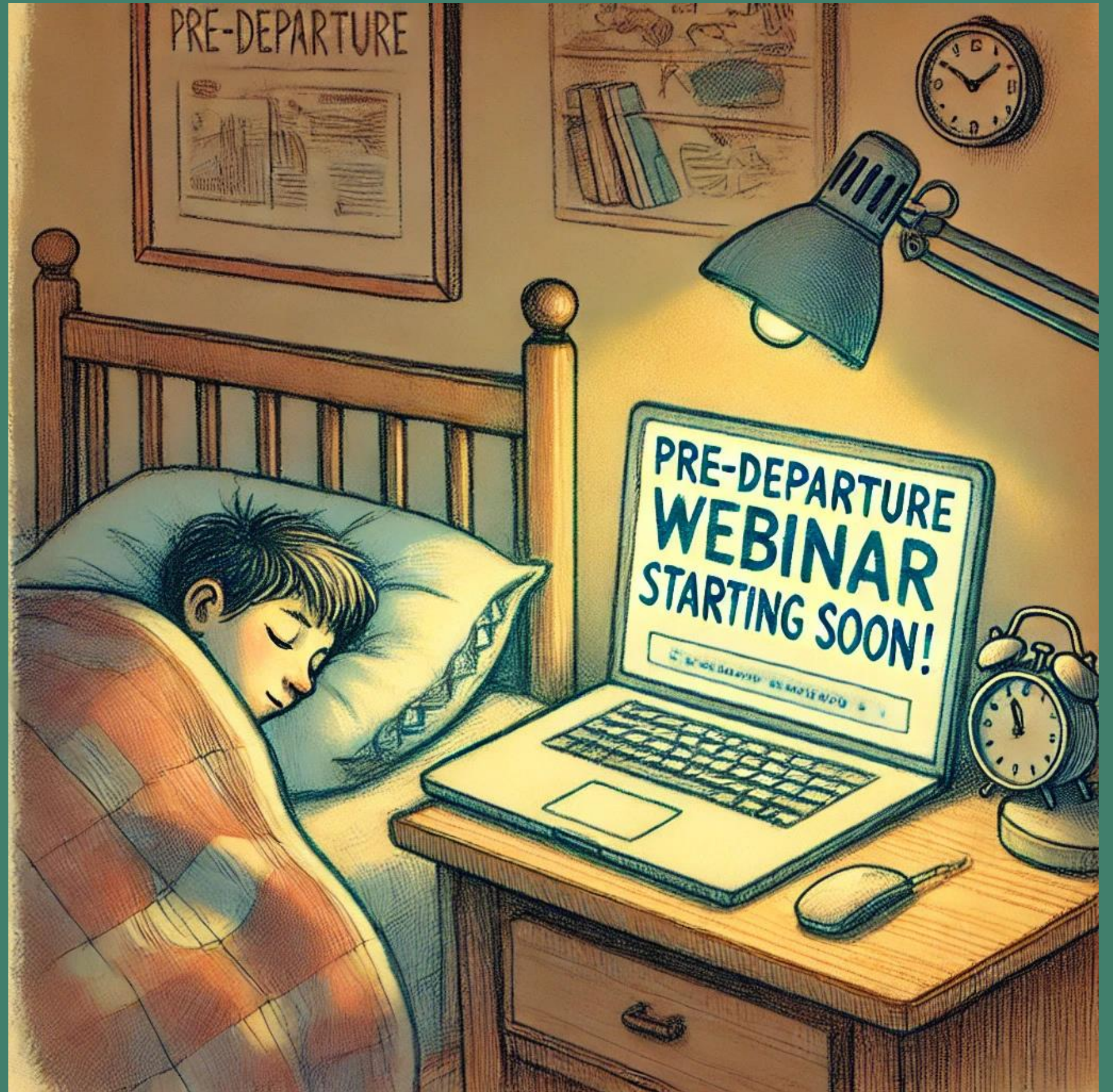
THE CURRENT CHALLENGES

Boring formats

**Lack of two-way
communication**

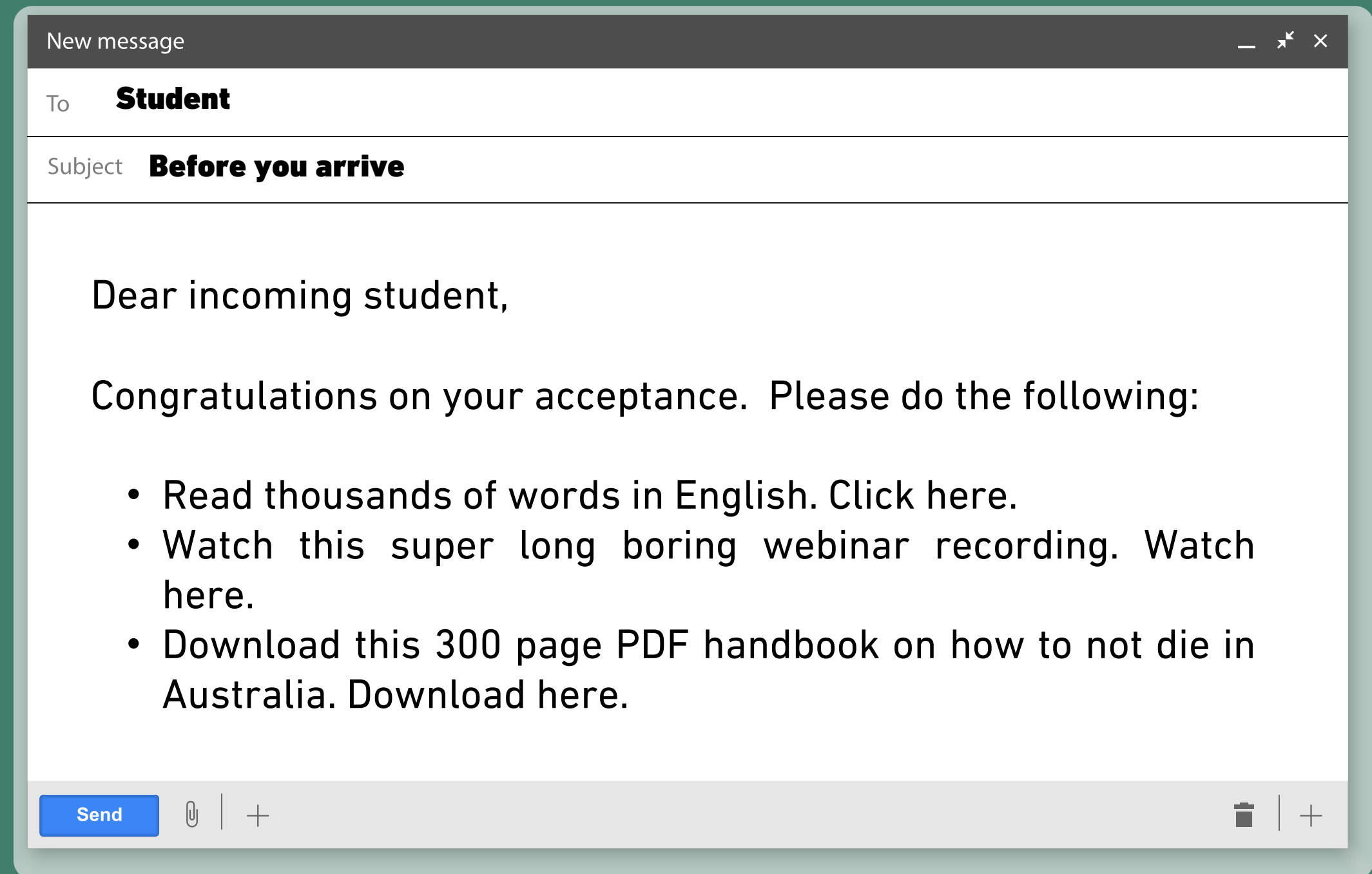


Live formats and time zones don't mix well.



Information overload

Low perceived value

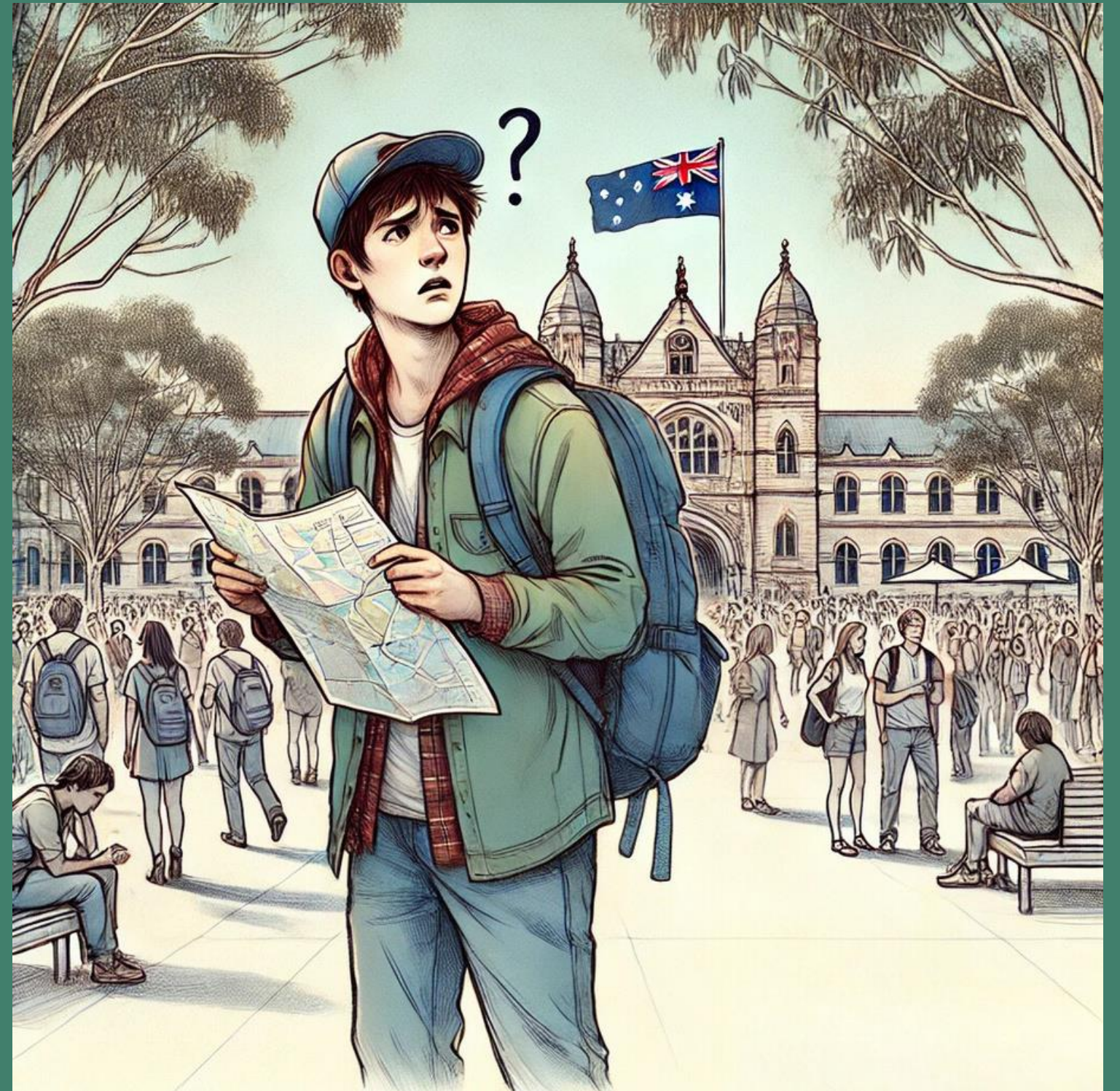




- Good morning.
- A blessing! A blessing!

Lack of personalisation

**Boring pre-departure information
+ low engagement
= unprepared student**



**SO, WHAT CAN BE
DONE?**



Let's talk content strategy

STATUS

QUO

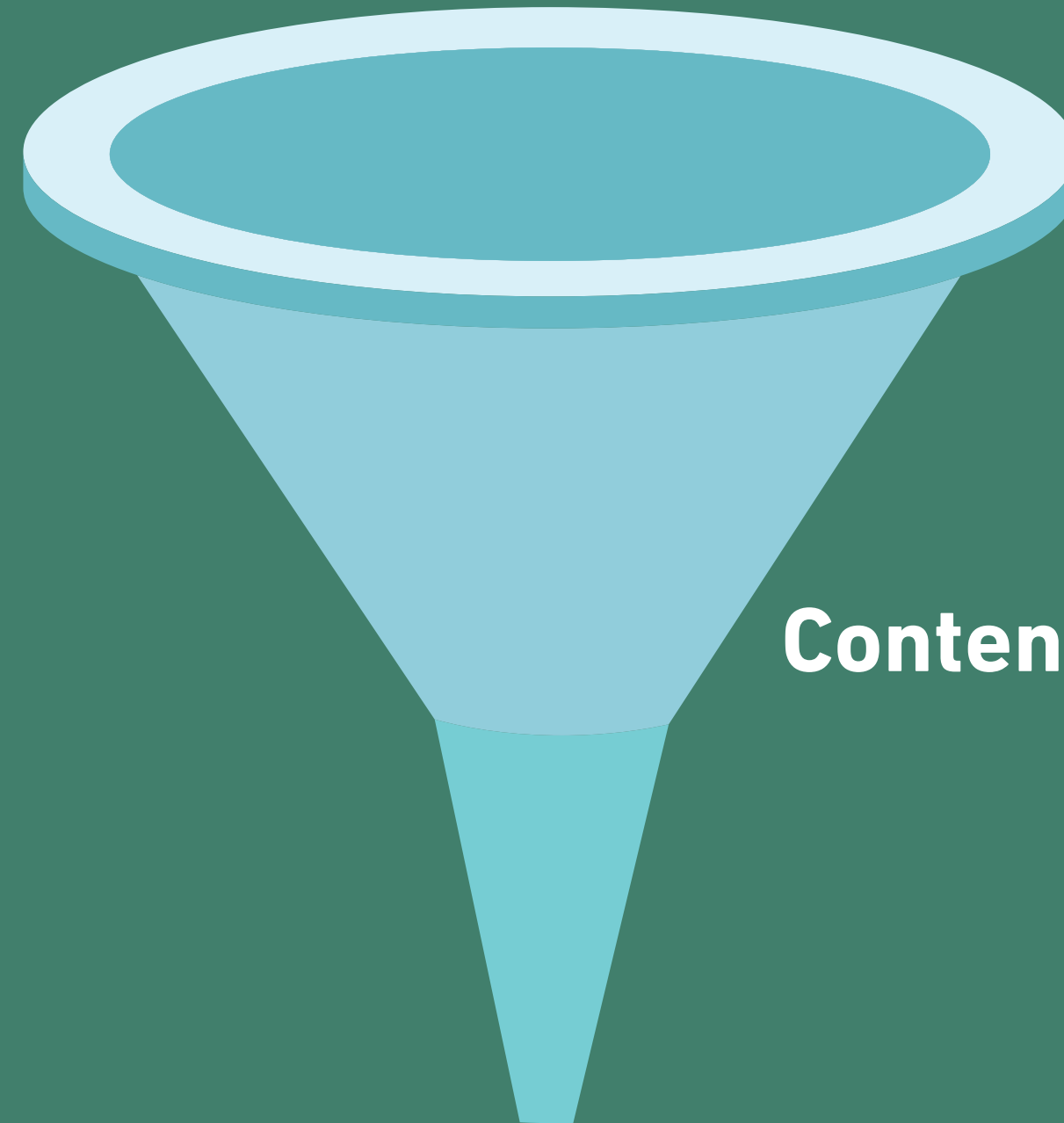
Sexual health

Airport pick ups

Beach safety

Visas

Accommodation



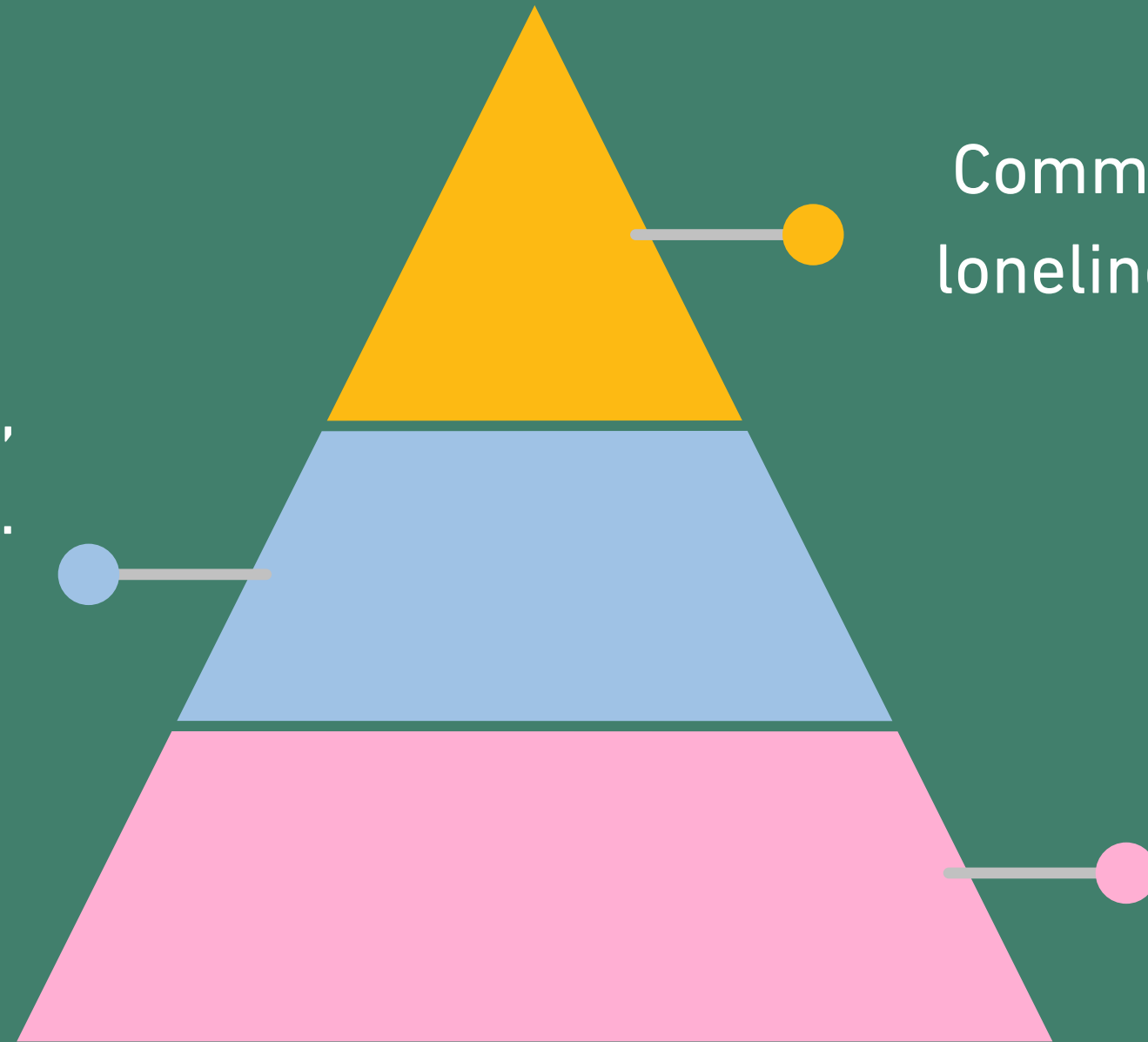
Content creation process

Pre-departure webinar

Emails

Step 1: Decide on what, how and when.

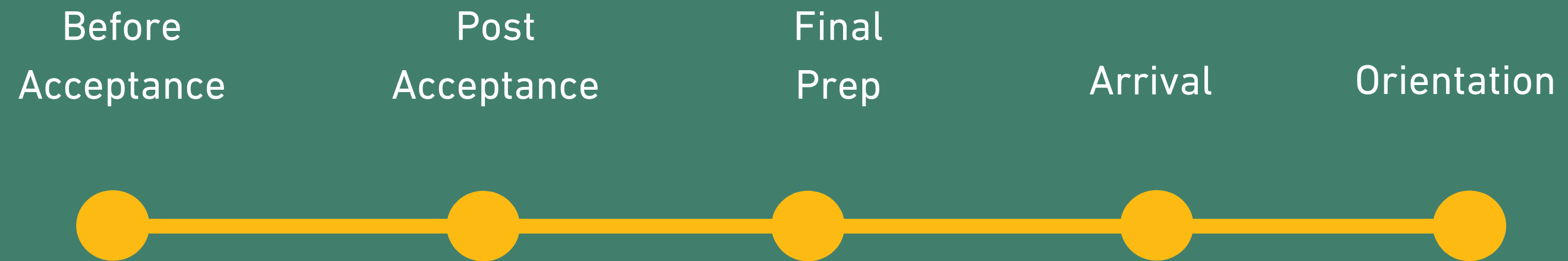
Settling in - accommodation,
transport, beach safety, health.

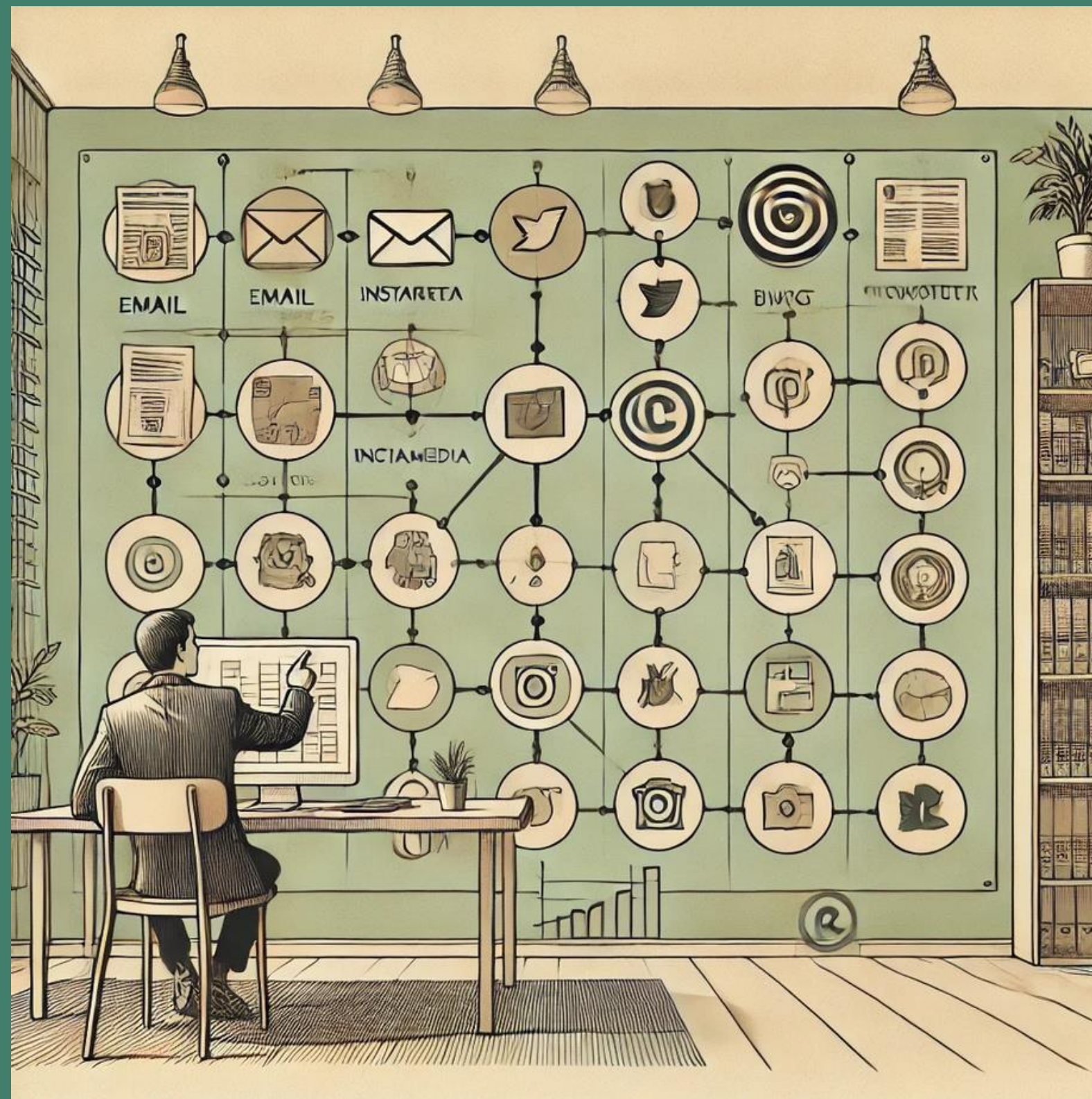


Community - culture,
loneliness, social activities.

Must know - legal,
visa, finance requirements, OSHC
etc

Align both to the timings



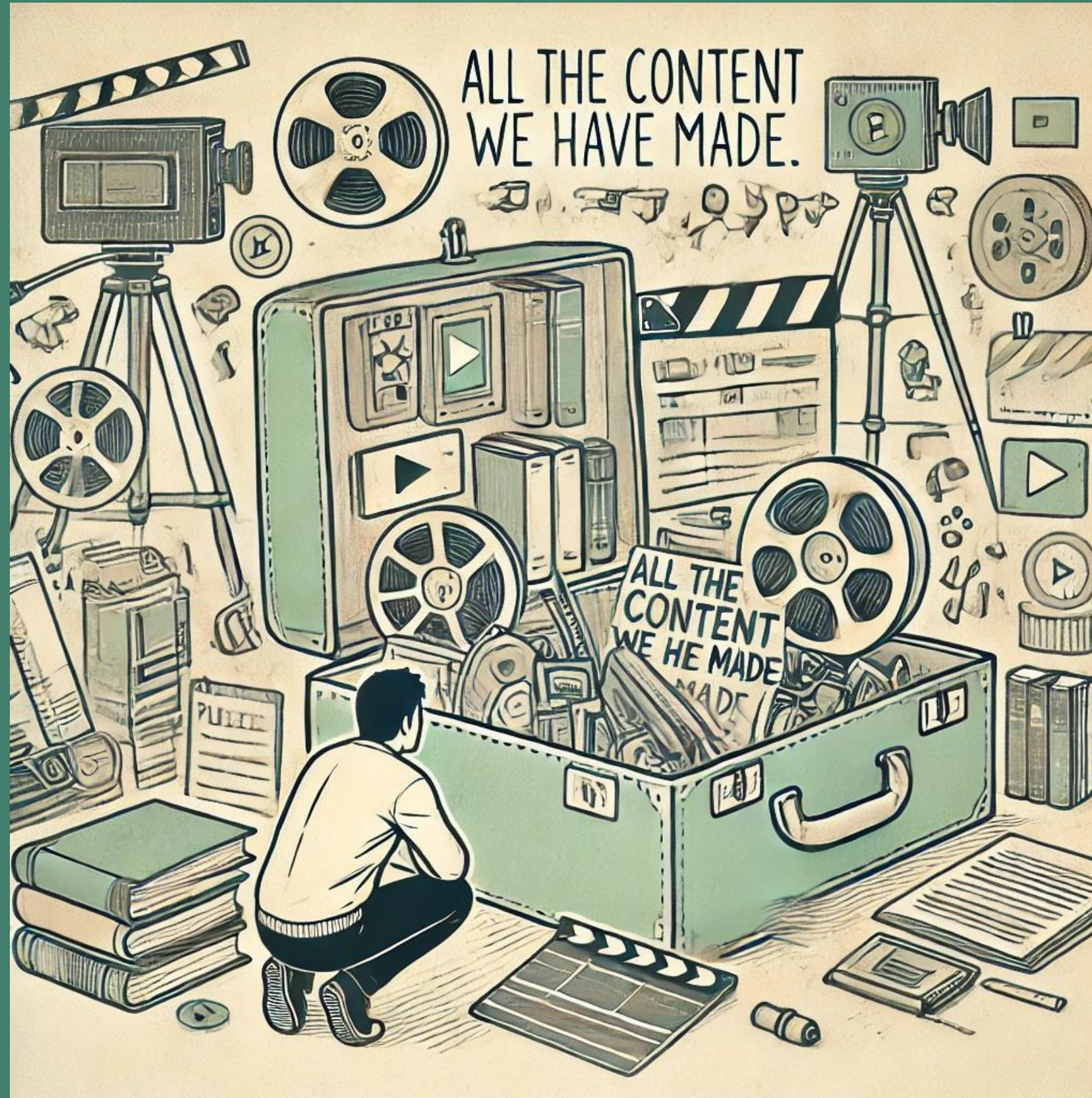


Agree on the best distribution channels.

Step 2: Find efficiencies & be bold with consistency.



Work with other departments to find consistency and quality that satisfies multiple parties.



Do a content audit.



**Go through an editing
process**



Constantly collect content and build systems for editing and publication.



Rule #2

Stay hydrated!



Engages viewers with a personal touch, simulating a one-on-one conversation.



**Use vulnerability
paired with solutions.**

Builds trust through authentic, real-world stories.



- **Show what students can expect and show how facilities are used.**
- **Diverse campus shots.**

Offers an immersive, relatable, authentic peek into daily routines and exploration.



at RMIT University just
behind the State Library

- **Use of real students**
- **Authentic and relatable.**
- **Very practical**
- **Requires thoughtful editing.**

Leverages community authenticity to
boost engagement and credibility.



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