



THE LONDON SCHOOL  
OF ECONOMICS AND  
POLITICAL SCIENCE

*“INXPO’s platform was easy to set up and use. They provided excellent customer service, while helping us scale the software to what was right for us, all for a good price.”*

- Beth Yarwood Smith, Marketing Coordinator, LSE

## Who are the London School of Economics and Political Science

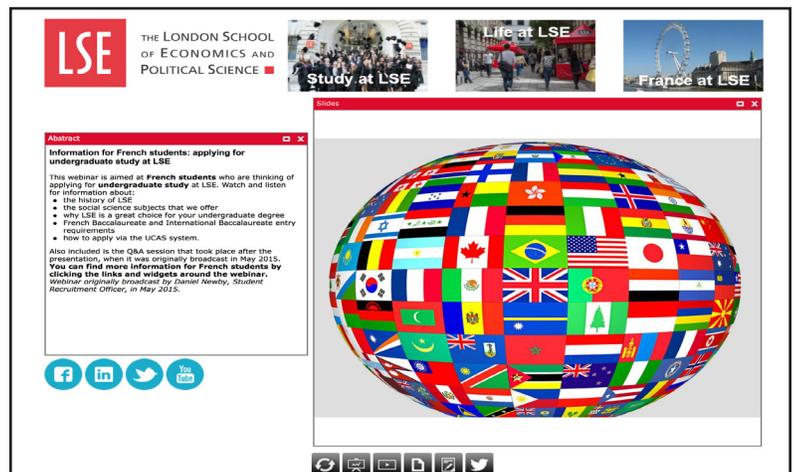
The London School of Economics and Political Science (LSE) is the world’s leading dedicated social science institution. LSE’s research and teaching span the full breadth of the social sciences, from economics, politics and law to sociology, anthropology, accounting and finance. In the Student Marketing and Recruitment office, the school aims to help prospective students make an informed choice about where to apply to university. For this reason, LSE wanted to implement a platform that was easy to set up and use to help them reach their prospective students that are located all over the world. They also were searching for a company to provide a high level of customer service to help them develop a system to fit their specific needs.

## Goals

- > **Reach** a globally dispersed and culturally diverse group of prospective students
- > **Decrease** travel expenses during the recruitment process
- > **Increase** communication with prospective students and provide recruitment information to schools unable to participate in out of country face to face meetings

## Approach

LSE partnered with INXPO to use INXPO’s **Webcasting** solution in two distinctive ways. The first step was to schedule a series of pre-recorded video programs that cover key topics for prospective students such as finance, applications and student life for simulive and on demand viewing. Students were able to register in advance and receive reminders for the webcast or watch them on demand at any time on LSE’s website. Secondly, INXPO and LSE arranged webcasts for prospective students at schools LSE recruiters are not able to visit. Locations included those as far as France, Tanzania and United Arab Emirates.



To learn more about INXPO’s Webcasting solution visit [www.inxpo.com](http://www.inxpo.com), email us at [contactsales@inxpo.com](mailto:contactsales@inxpo.com), or call us at (312) 962-3708.

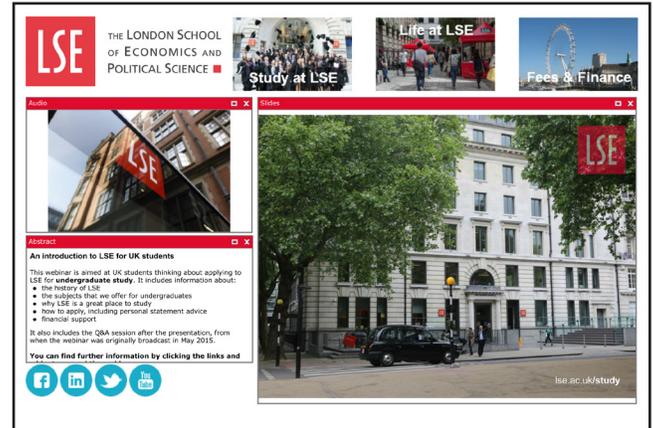
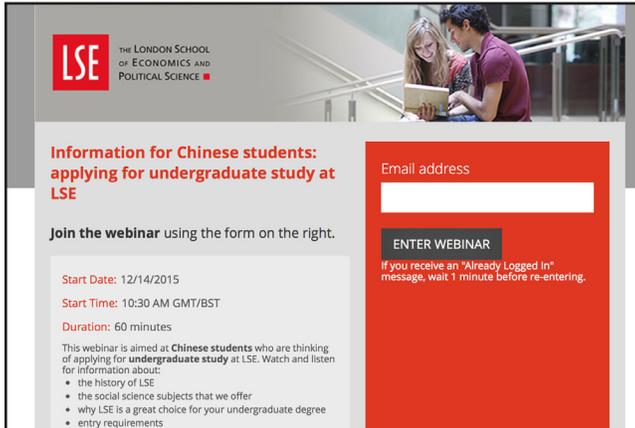




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*“We are confident that prospective students will appreciate being able to access this information in an engaging, visual manner from the comfort of their homes.”*

- Beth Yarwood Smith, Marketing Coordinator, LSE



Prospective students experience LSE via an interactive presentation by the Student Marketing and Recruitment office’s staff that combines slides, audio, an open question and answer session, and helpful links to the LSE website. In addition, LSE utilized the flexible design capabilities of the INXPO Webcasting platform by creating a customized experience that is tailored for each school.

## Results

LSE was able to quickly adapt to using the webcast software by using the INXPO training videos, and it has now become a key part in their recruitment strategy. LSE can now better reach their global audience. On several occasions LSE has been able to give a positive response to a recruitment inquiry that they wouldn't have been able to give before due to a full travel schedule. LSE measures their true success by knowing that the INXPO platform is helping them provide a good service to perspective students which will encourage them to apply to LSE if it is the right fit.

**5,000+**  
online interactions  
to date requiring no  
travel costs for LSE  
recruiters

**1 month**  
onboarding time to  
train and produce  
webcast content for  
students

**18%**  
of viewers download  
or visit LSE’s website  
to gather additional  
information

**12**  
webcast programs  
reaching prospective  
students around the  
globe