

There is no such thing as a bad review

Harness the power of student reviews
to recruit more students

Ross Holmes - Director of Online Products, ICEF

While we wait...

Who already uses reviews?

There is no such thing as a bad review

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to recruit more students

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Today

- What is a review?
- Do they make a difference?
- Reviews and the travel industry
- Reviews in education
- Best practices
- Questions

What is a review?

- Good and bad (not a testimonial)
- First-hand experience
- Not edited or curated
- Ratings and comments

The science bit...Social Proof

- Uncertainty
- Multiple Source Effect
- Similarity



What is a review?

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Look inside ↓



Bob Etherington

PRESENTATION SKILLS FOR QUIVERING WRECKS

kindle edition

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Presentation Skills for Quivering Wrecks [Kindle Edition]

[Bob Etherington](#) (author)

★★★★★ (28 customer reviews)

Print List Price: ~~£8.99~~

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Ratings and Reviews

< Previous | **1** | 2 | 3 | Next >

Most Helpful First | [Newest First](#)

20 of 20 people found the following review helpful

★★★★★ **"Death by Powerpoint" ?..... No more**, 20 Jan. 2008

By [tabletop "tabletop"](#) (spain) - [See all my reviews](#)

This review is from: [Presentation Skills for Quivering Wrecks \(Paperback\)](#)

I am (was) terrible at Public Speaking especially at work. But it has all changed now since actually applying PSFQW. One thing Bob says in the book changed my colleague's reaction so much that I have decided to adapt all my future presentations to his advice. He says 'STOP using your slides as your notes'. So I did. I wrote note cards (like he advises) and stopped looking back at my slides. GREAT!!! couldn't be better. I will let you know if the rest of the content is as effective. I also got some applause like the last bloke!!

Help other customers find the most helpful reviews

Was this review helpful to you?

[Report abuse](#) | [Permalink](#)

9 of 9 people found the following review helpful

★★★★★ **Maybe one of the best books I have ever read**, 1 Feb. 2009

By [Louise London](#) (London) - [See all my reviews](#)

Verified Purchase [\(What is this?\)](#)

This review is from: [Presentation Skills for Quivering Wrecks \(Paperback\)](#)

This is one of the best books I have ever read because it genuinely helped me. i had a huge fear of presenting and a new job which involved lots of presenting. I can't say i love presenting because I don't enjoy it - but after reading the book and putting some of the ideas into practice I went from someone who has on several occasions found it hard to even speak to an audience to someone who can write a presentation that gets their point across and more importantly I feel relatively normal and confident while doing it which has been an enormous breakthrough. If you hate public speaking and find it a complete misery - I really believe that this book could help you and if you just want a bit of help with presentations it's very good at explaining the mechanics of a good presentation.

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Was this review helpful to you?

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42 of 44 people found the following review helpful

★★★★★ **I tried it....and it works (surprisingly)**, 6 Nov. 2006

By [Bill Gibson](#) - [See all my reviews](#)

This review is from: [Presentation Skills for Quivering Wrecks \(Paperback\)](#)

I saw this guy speak in the City years ago when he was at Reuters and decided to buy the book. It is very good and very accurate. He is quite right when he says most audiences and business speakers share a similar objective "To get out of the room!" But there is something we can all do about it.

So, I had to give a an internal speech in London last week and followed his model to the letter (as far as possible). I even followed his instructions and organised myself a 'clap-trap' at the end. For only the second time in my company's history -I'm told- the audience of 62 people applauded. It felt great. Well done and thank you Mr E.

Help other customers find the most helpful reviews

Was this review helpful to you?

[Report abuse](#) | [Permalink](#)

9 of 9 people found the following review helpful

★★★★★ **Must have one on your shelf**, 11 Mar. 2008

By [Jovita "JK"](#) (Oxford, UK) - [See all my reviews](#)

Why should we care?

“As a brand owner, you are no longer in control. Your customers now own your brand and they can make or break it by how you react to their feedback.”

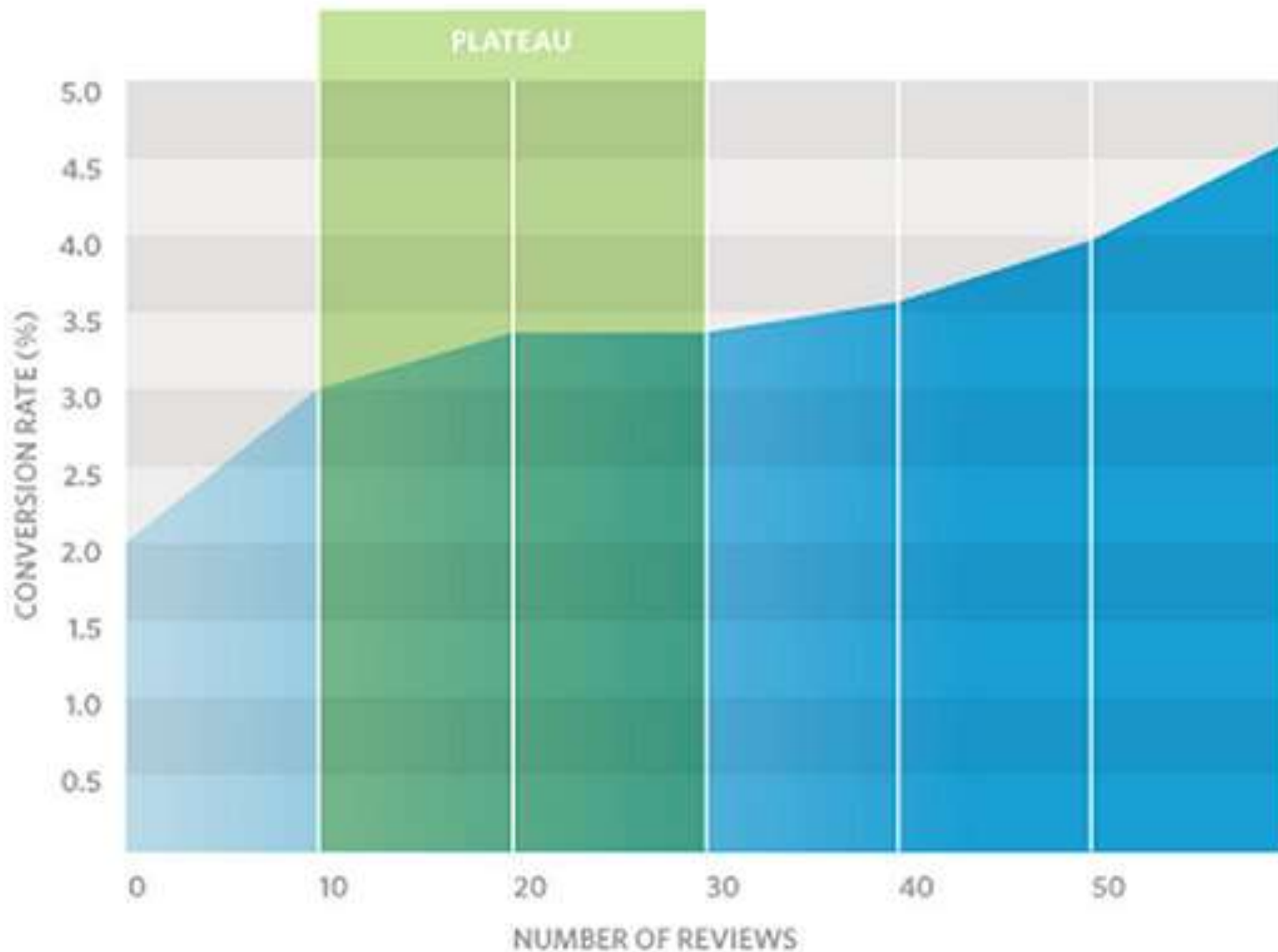
Travel Weekly, October 2014

How people respond to reviews

- “online shoppers put 12 times more trust in peers’ opinions than in marketer-initiated sources.” e-marketer 2010
- 92% of online customers read and use verbatim review comments in their purchase decisions Channel advisor 2010
- 70 percent of global consumers indicate they trust online reviews, an increase of 15 percent in four years Nielsen Global Trust in Advertising report 2013

What does it mean for your business?

- “Roku attribute a 20% lift in conversion rates to the appearance of 17,000 customer reviews (positive and negative) on it’s website.” Bronto.com, 2011
- 68% of consumers trust reviews more when they see both good and bad scores e-consultancy, 2012
- 30% suspect censorship or faked reviews when they don’t see anything negative Journal of Marketing 2013



More reviews = more students!

[Journal of Marketing](#)

Reviews in the Travel Industry

“Reports indicate that each year hundreds of millions of potential hotel visitors consult such review sites. Of these visitors, 88% have their hotel choices affected by what they see”

(Tripadvisor.com; European Travel Commission 2009)

Reviews and Travel Agents

Two key findings were an increase in the use of review sites by travellers who use agents and the growing importance of sites such as TripAdvisor in travellers' decision-making.

Consumer trends survey 2014 – Travel Weekly

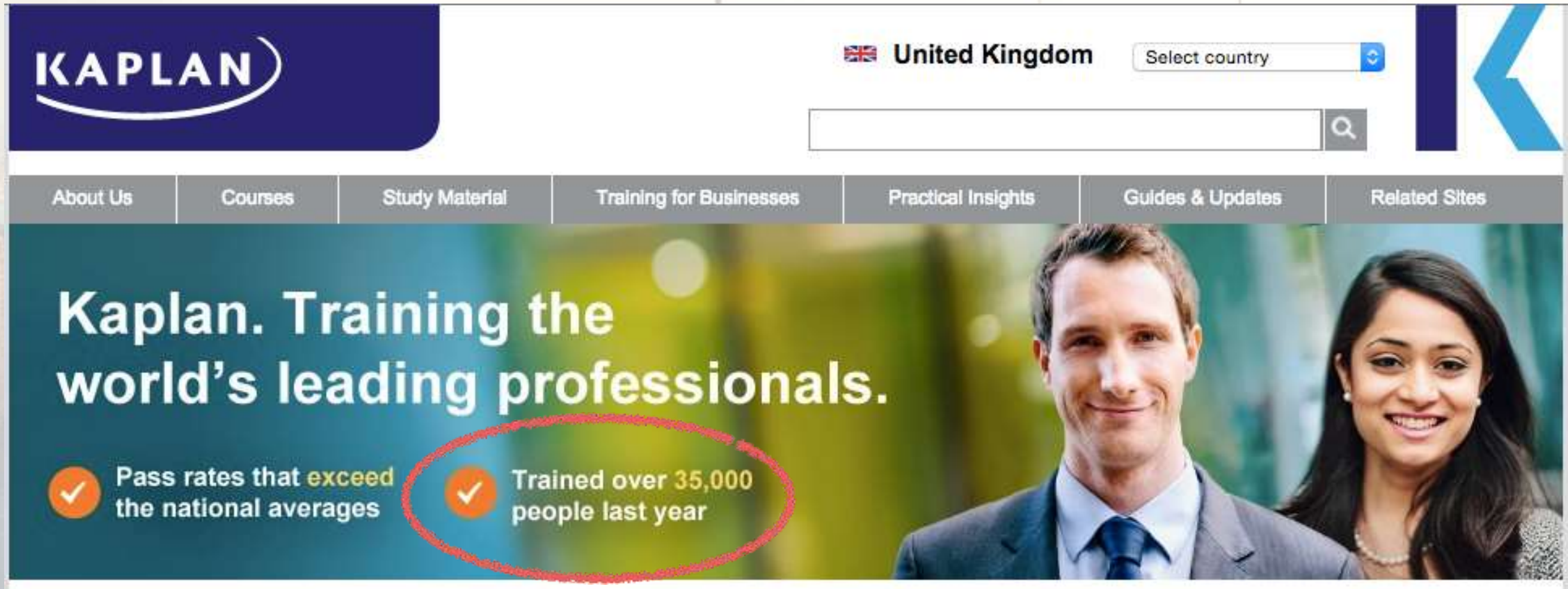
Reviews and Travel Agents

The number of respondents who used an agent in the past year and said review sites were influential jumped from 59% to 72%.

That jump comes largely from younger travelers (age 21 to 34)

Travel Weekly - Consumer Trends 2014

Reviews in Education



The image shows the top section of the Kaplan website. At the top left is the Kaplan logo. To the right, there is a language selector showing 'United Kingdom' with a UK flag, and a 'Select country' dropdown menu. Below this is a search bar. A navigation menu contains links for 'About Us', 'Courses', 'Study Material', 'Training for Businesses', 'Practical Insights', 'Guides & Updates', and 'Related Sites'. The main banner features the text 'Kaplan. Training the world's leading professionals.' and two bullet points: 'Pass rates that exceed the national averages' and 'Trained over 35,000 people last year'. The second bullet point is circled in red. The banner also includes a photo of a smiling man and woman.

KAPLAN

United Kingdom

About Us Courses Study Material Training for Businesses Practical Insights Guides & Updates Related Sites

Kaplan. Training the world's leading professionals.


- ✓ Pass rates that **exceed** the national averages
- ✓ Trained over **35,000** people last year

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experience of a lifetime!*



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**ELS Celebrates 25th Anniversary
of the Malibu Youth Camp
operations at Pepperdine
University!**

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had the honor and pleasure to welcome
thousands of students to our Malibu Youth

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- Partnerships with 60+ Universities & Colleges
- Students from over 70 countries

Building TRUST

Timely - not older than 12 months

Relevant - cultural peers

Unbiased – genuine students, not all 100%

Standardised - easily able to compare

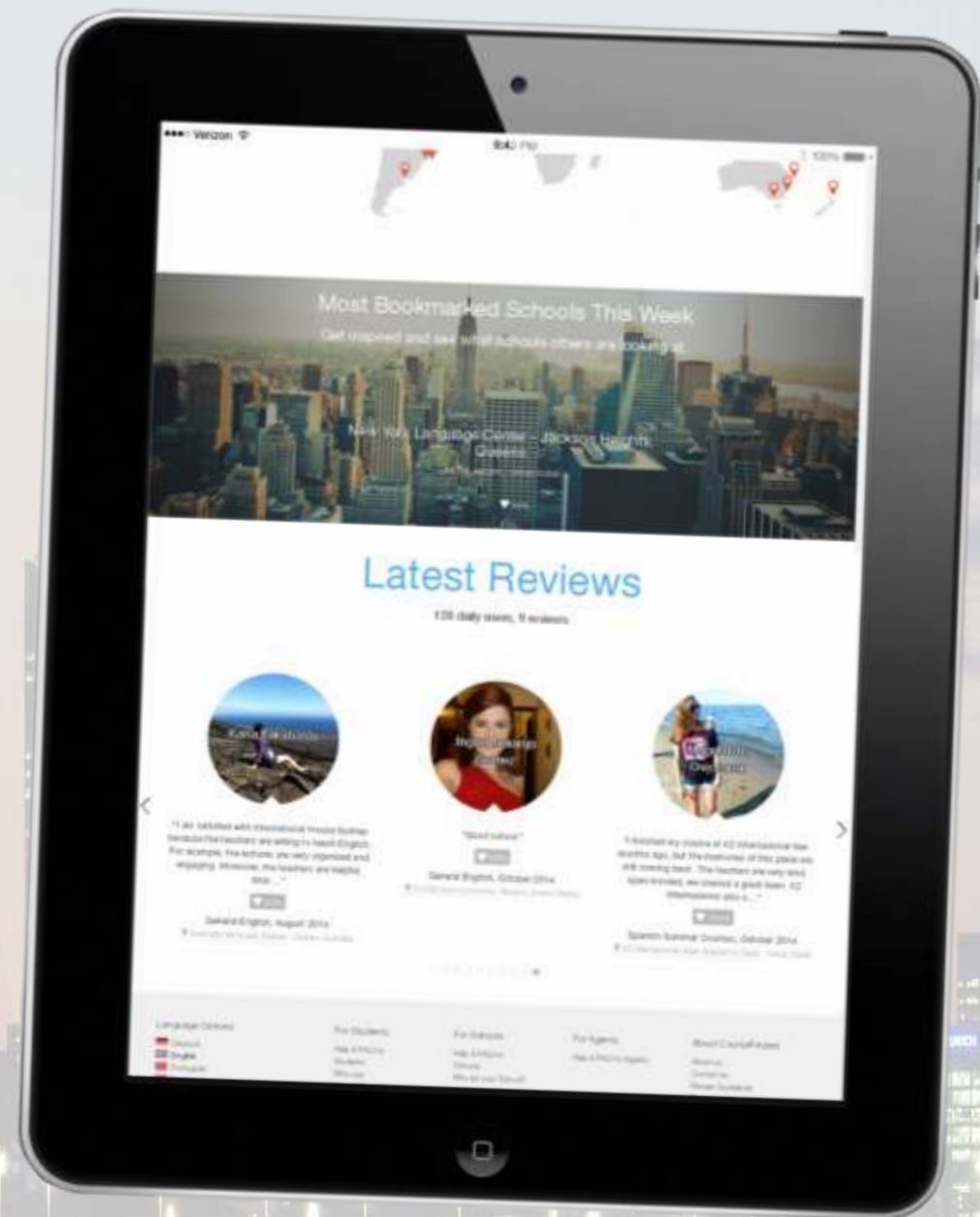
Transparent - no anonymous reviews

Best Practices

1. Let students write in own language and style
2. Don't censor reviews, but reply/comment to them
3. Encourage reviewers to be honest
4. Asking for reviews should be a constant process
5. Get a diverse range of reviews
6. Show as much info about reviewers as possible, including a photo of the face

CourseFinders

- Reviews of language programs
- Reviewers verified by schools
- Not testimonials!



CourseFinders Review Tool

- Free
- Always most recent reviews
- Always most relevant reviews
- Keeps traffic on your site





Sunday, October 19, 2014

Vocabulary exercise with "SHAPE" & "WEIGHT"



Read Our Reviews!



100%

New York Language Center - Jackson Heights, Queens

General English

there are a lot of good teachers and class mates. and this school has a lot of activity with another ... [Read More](#)

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COURSE Finders





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COURSE Finders





**New York Language Center -
Jackson Heights, Queens**


English Academic preparation

I really liked this school and I recommend it to everybody wants to study English!! I had a lot of fun ... **Read More**

Posted 3 months ago

 Write a review 

COURSE
Finders



Matteo Rama

English Academic preparation

COURSE
Finders



Incredible ...

I really liked this school and I recommend it to everybody wants to study English!! I had a lot of fun and I will never forget my super classmates and my teacher Greg!! And of course the secretaries!! I will miss this school but I have to try a new experience!! Starting College is an important step of ...

Read full review
Posted 3 months ago

 Write a review 

CoursePricer

- **Mobile first** - students tap their way to an instant quote
- **Accurate** - and working for hundreds of schools
- **Fast** - menu driven and no data input
- **Fully itemised** - so students know exactly what the costs are
- **Easily installed** - wherever you want it.



Questions?

Ross Holmes rholes@icef.com



*“The only thing worse
than being talked about;
is not being talked about”*

Oscar Wilde