

FOR IMMEDIATE RELEASE

Thursday, May 29, 2025

TTPC's First Virtual Information Session Marks a Promising Step Forward in Digital Outreach

Strong Engagement Achieved Without Paid Promotion – Lecturers Lead the Charge in Student Recruitment

Kingston, Jamaica – Trench Town Polytechnic College (TTPC) is pleased to announce the successful completion of its **first Virtual Information Session**, held via Zoom on **Thursday, May 29, 2025**. Despite limited marketing resources and no paid promotion, the event drew strong participation and generated encouraging digital engagement—an important milestone in the College's evolving recruitment strategy.

The session attracted **66 registrants**, with **46 prospective students and parents in attendance**, falling just shy of the 100-attendee goal but surpassing expectations for a first-time virtual effort. The one-hour, ten-minute session offered attendees a dynamic overview of TTPC's academic programmes and learning environment, featuring **direct interaction with lecturers** from key departments.

Social media analytics reflect a **notable spike in engagement**, showcasing renewed interest in TTPC's offerings and a **marked improvement in the College's online visibility and brand activity**. The session has since sparked continued interest online, with replay content and programme highlights gaining traction across platforms.

"This is a strong start," said **Dr. Dosseth Edwards Watson**, Principal of TTPC. "We recognize the digital challenges we face—including an under-optimized website—but this session showed us what's possible when our team pulls together. We are already building on this momentum."

Featured Presenters Included:

- **Mr. Richard Hudson** – *Computer Studies / Forklift Operations*
- **Mr. Sean Simpson** – *Hospitality*
- **Nurse Chantal Doyley** – *Allied Health / Phlebotomy*
- **Ms. Cherene Perkins** – *Business Administration*
- **Mr. Ashbourne Payne** – *Fitness Management*

Each speaker delivered a concise 5-minute presentation, providing an overview of their course offerings, potential career paths, and the unique value TTPC brings to students seeking practical, industry-aligned education. A TTPC-branded virtual background and coordinated visuals elevated the overall professionalism and presentation quality.

The event also addressed ongoing challenges in student recruitment, highlighting TTPC's proactive approach to **digital outreach, stakeholder engagement, and programme visibility**, particularly amid evolving student expectations and competitive enrolment landscapes.

A **pre-event dry run**, held on May 22, helped ensure technical readiness and content flow. Presenters were commended for their enthusiasm, professionalism, and dedication to representing the College with excellence.

Looking ahead, TTPC plans to **host regular virtual sessions** and further expand its digital footprint to improve access, reach, and recruitment. The next information session is already in planning, with insights from this successful pilot shaping improvements for future events.