

Digital Audio Advertising

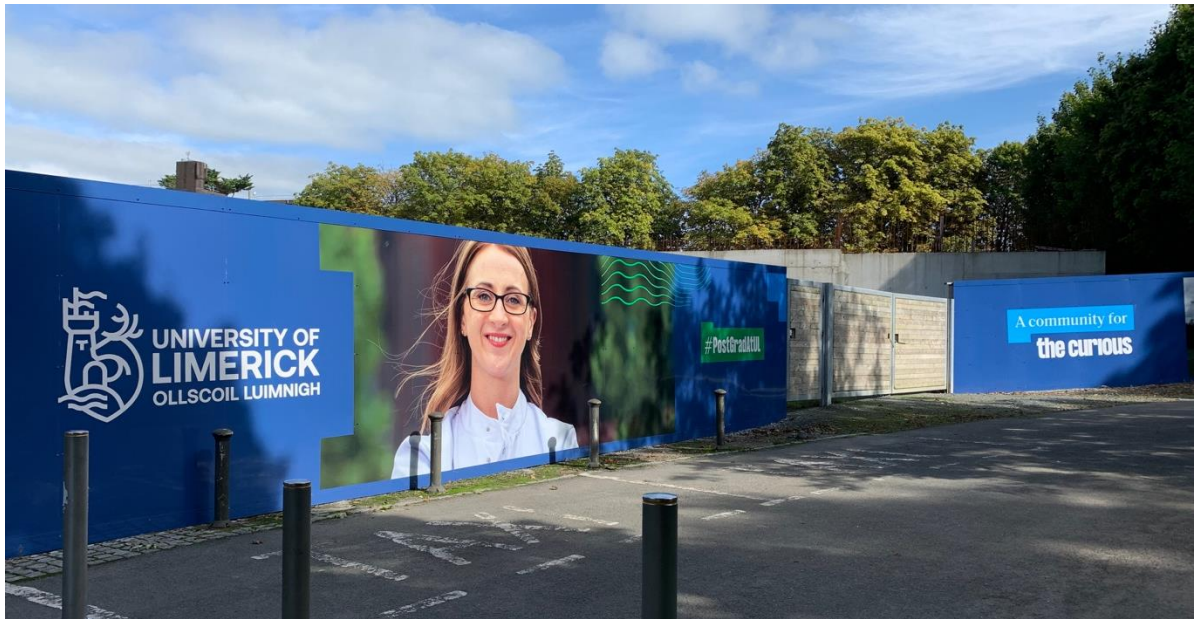
Blindboy Boatclub host-read podcast advertising



On Campus Placement

UL hoardings advertising







Out-Of-House Advertising

Bollboards, Bus Shelter and T-Graphics on Bus





Newspaper Advertisements

UNIVERSITY OF LIMERICK
OLLSCOIL LUIMNIGH

Where will
your curiosity
take you?

For full-time, part-time, flexible
and online postgraduate
programmes visit

ul.ie/staycurious

[#PostGradAtUL](https://twitter.com/PostGradAtUL)

UNIVERSITY OF LIMERICK
OLLSCOIL LUIMNIGH

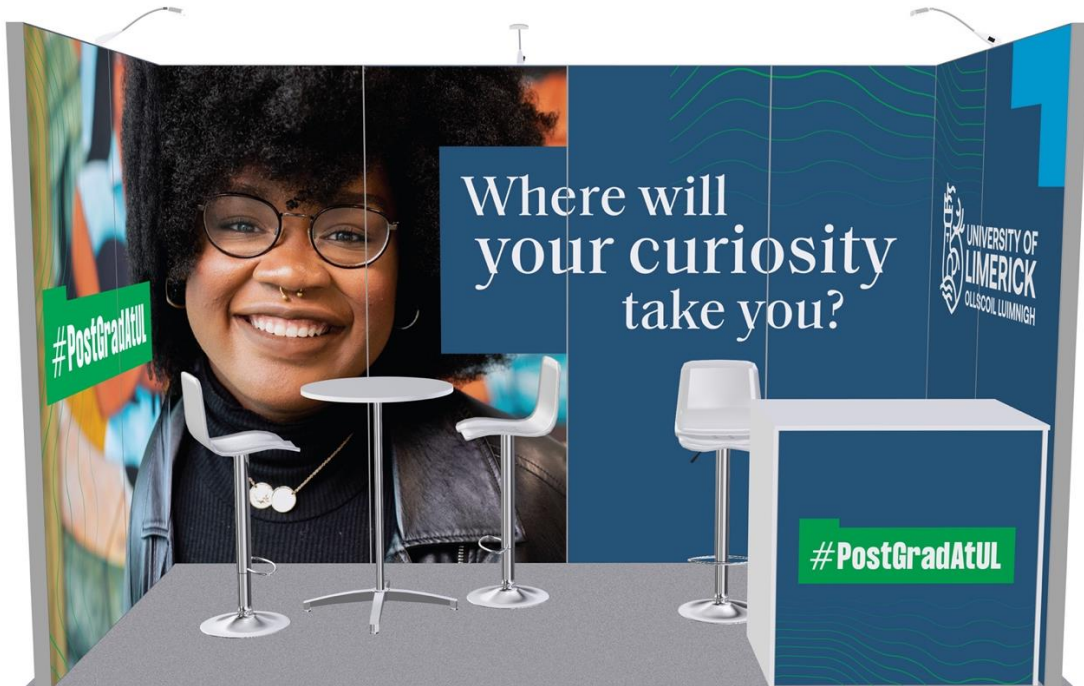
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ul.ie/staycurious

[#PostGradAtUL](https://twitter.com/PostGradAtUL)

Display Stand



Campaign Toolkit



Two styles of graphics have been created for Instagram stories



Style B /

UL Stone used as overlay for text



Our Stay Curious Colour Palette

Our 2 primary colours in the campaign are UL Stone and UL Sky, with UL Modern Green being an option in certain applications or as a third option. UL Modern Green is also used as an accent colour either in our brand lines or in the #PostGradAtUL hashtag.

Stone	UL Modern Green	Sky
PANTONE 354 C CMYK 85/10/10/0 RGB 10/10/10 HEX #000000	PANTONE 354 C CMYK 85/10/10/0 RGB 10/10/10 HEX #000000	PANTONE 354 C CMYK 85/10/10/0 RGB 10/10/10 HEX #000000
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10% 10% 10%	10% 10% 10%	10% 10% 10%
10% 10% 10%	10% 10% 10%	10% 10% 10%

Email Workflow Examples



Hello Eleanor,

Did you know we have over 100 postgraduate programmes across four faculties at the University of Limerick?

Whether you're looking for something full-time or part-time, a structured PhD programme, professional doctorate, post-doctorate, or master's programme, you'll find it all inside our digital prospectus.

At UL, you'll find a community for the curious, and with so many further study options available, there's never been a better time to join our community and take your career ambitions to the next level.

[Download our prospectus today](#) and discover the programme for you.

Yours faithfully,

Susan Ryan

Graduate and Professional Studies,
University of Limerick

Email: gps@ul.ie

Website: www.ul.ie/gps/



Email Workflow Examples



Hello Eleanor,

If you're not feeling particularly inspired today, we reckon this will change after engaging with this email. Sometimes we need to step back and look at the questions others are asking. Curiosity keeps pushing us to discover our passions and it makes us crazy enough to chase them! It can be easy to settle into a routine that we trust for comfort, but these stories will **help you question your passions.**

1. Curiosity is the underlying theme of Mamobo's story. **Are you known as a 'know it all' or find you are always asking questions?** Mamobo may be your inspiration.

[Check out her story](#)

2. **Maybe you are not sure where to start.** Our careers team help our community find where their passion lies every day. This is a recording from an event where are careers team bring you through some practical ways of finding what avenue might be the best for you.



3. Marie found her passion from her collaboration with the UL community. **If you are looking for a community where you can truly thrive and make real connections,** we think you will enjoy Marie's story.

[Click here to hear Marie's story](#)

4. **Trinidad tells her story from an international perspective.** She came from Chile to study at UL. The supportive learning environment and the nature-filled campus stand out here.



Would you like to find out more about these courses and the supports these students experienced? Our prospectus has everything you need. You can [download our new prospectus here.](#)

If you have any questions, please reach out to us at gps@ul.ie

Stay curious,

Susan Ryan
Graduate and Professional Studies,
University of Limerick
Email: gps@ul.ie
Website: www.ul.ie/laps/



Three Page Magazine Spread

Featuring Campaign Ambassadors

Mamobo Ogoro



Stay curious – the engine of achievement at UL

EARLIER this year, University of Limerick launched the award-winning postgraduate recruitment campaign *Stay Curious* to highlight the benefits and opportunities offered by postgraduate study at UL.

The campaign focuses on UL graduates who have been driven by curiosity and determination. Many say curiosity is the engine of achievement and this campaign focuses on UL as a community for the curious, where purpose meets passion and where students are supported to achieve their own goals. Whether you are growing an idea from spark to market, transforming your future or asking the hard questions

of the world – the campaign illustrates that we are stronger together and that we will stay passionately curious.

Who better to highlight and celebrate the spirit of curiosity needed to pursue higher education than some of our most well-known ambassadors. Initially the campaign launched with the focus on four inspiring students who shared their personal stories of postgraduate education at UL through this campaign. Each represented a different Faculty and study area or path within the University and a different stage in their career and personal lives. From a retired sports

star pivoting to a coaching career, to a young mother who took time out of the workforce to raise a young family, before returning to UL to get her MBA, all stories will resonate with so many pursuing career change, research or education.

Video interviews with the four inspiring graduates are available to view on UL.ie/gps and phase two of the campaign will return later this year where more UL ambassadors will share their journeys, so be sure to keep an eye out in cinema, print, outdoor and online over the next number of months for more and see where Curiosity might take you!

52 U.L. Links Autumn 2022

Mamobo Ogoro
Founder of Gorm Media
PhD Psychology and Applied Linguistics

"As a child I was always asking questions, I was always curious, I was always asking why. And there's a phrase in Nigerian dialect called "oversabi". It means you're a know-it-all and I was always told that as a child. But I think coming to UL, it really helped me foster this sense of curiosity, asking questions and having ways that I could answer those questions.

My name is Mamobo Ogoro and I am a third-year PhD student at the University of Limerick. I'm doing my PhD in the area of social psychology and Applied Linguistics. I am the founder of Gorm Media, which is a developing, impact-focused digital media company that creates common ground through conversations that matter. I started Gorm Media out of frustration mainly. We started in October 2020. At that time there was a lot of

poisoning online discourse that was going on, with a lot of divisions, a lot of debate, a lot of argument that was happening and as a Social Psychologist all we want to do is create positive intergroup contact. We do a lot of that in physical spaces, so I thought to myself, how do I create positive intergroup contact in a digital space?

In developing the project further, I really hacked into my UL community and spoke with people in my surroundings. I didn't realise how much there was such, like, an abundance of resources. I came to UL when I was 17 years old and since then I've really developed and really grown into the person that I am now, with the support of UL. So UL really helped me, I believe, and really helped ease the person I am and helped me grow into the researcher, the social entrepreneur and the woman that I am today."

Jerry Flannery
Rugby Coach
MSc Sports Performance



"I'd been playing professional rugby for over 10 years and I had quite a few injuries so I knew that I would probably start having to transition out of the sport. I did not feel that, you know, I was ready to just go from playing to straight into something else. I felt I needed a period to upskill primarily to make myself feel more confident in what I was going to go at next. I did not know exactly what I was going to do but I felt the Masters in UL was something that facilitated that for me really, really well.

My name is Jerry Flannery. I studied in the University of Limerick in the Masters in Sports Performance doing a postgraduate in 2012 and I'm currently working as a professional coach in the Premiership in England. You know retiring is quite a difficult process. I tried to minimise the amount of change in my life and I had already spent ten years on the campus training with Munster, so for me, I was very aware of how good the facilities were. How prestigious the University was and how good the lecturers were, so I thought that this made the transition quite seamless for me to be able to stay on campus. It was a perfect fit.

One of the first things you have to have as a coach is technically to be competent and when you can be technically competent, but you can back it up with science, it just makes you so much more confident as a coach to deliver to the player. The main thing for the players is that they feel good and that they trust you and that they feel empowered but for you as a coach to be able to deliver it with real conviction - to know that science is backing this up, this isn't something that I just felt and you feel like you have that behind you, you can coach with a lot more conviction and that just translates into hopefully, you know, better performances from your players. Having a professional qualification, it gives you a little bit of rigor behind your work processes. It helps you with a lot of practical stuff that you can go and apply straight away so it gave me a really good foundation for kicking on in the next step of my life."

53 U.L. Links Autumn 2022

Siobhan Ryan
Sales Director, Lifford
Master of Business Administration



"My decision to go back to education was because I had taken close to six years out of the corporate world to spend time bringing up my kids when they were really small. When I wanted to go back to work I kind of realised that I might need to refresh my skills and frankly rebuild my confidence and make sure that I felt still relevant to the workplace, and very importantly that I had a stronger hand in negotiating the right salary going back. Having such a world-class University on my doorstep made that decision really easy.

"I'm able to work with one of the fastest growing software companies in the world"

My name is Siobhan Ryan, I did the corporate MBA course in UL and I am currently sales director at Lifford. So I went into this as a stay-at-home mom looking to say how do I get more control. How do I begin to steer the right path for me to go back? And so, in the middle of the MBA I did an internship with a software company that was headquartered in the US and looking to set up their first office in Europe and that company selected Limerick as their first location outside of the US and I became the Sales Director for EMEA.

The MBA has helped me in sales because it gives you that rounded perspective of what other stakeholders in the business are looking for. I think part of what you're shooting a prospective employee with an MBA is it's not about being the smartest person in the room, I think what it proves is that you have the grit to do all of the work that is involved. The fact that I'm sitting here in Limerick in my home office, I'm able to work with one of the fastest growing software companies in the world and I'm able to successfully drive our commercial strategy in Ireland from my back garden."

Finola Cliffe
Chief Operations Officer, Hooke Bio Ltd., PhD Biotechnology




"There's a huge history of entrepreneurship within The Bernal, that exposure opened up your mind to the possibilities of where you can take your research, what you can do with your research - that it is possible to commercialise what you're doing and that really has helped in my current role in communicating with the engineers and the scientists that I work with.

My name is Finola Cliffe, I did my PhD at the University of Limerick in biotechnology with Professor Gary Walsh and Dr Tim O'Cheney. I am currently the Chief Operations Officer with Hooke Bio Limited. In 2014, I was lucky enough to be interviewed for a position at the Bernal Institute, which is now The Bernal, and I was extremely nervous at that opportunity and I have worked with Professor Mark Davis since 2016 and we have successfully spun out a company from the University of Limerick called Hooke Bio Limited. We have had a number of UL graduates in the past, we currently have a number of UL graduates working with us and I have always found them to be extremely professional, very hard working and full of great ideas. Working in a start-up is a rollercoaster. I definitely think that my time doing my PhD in UL has given me the resilience to cope with that."

54 U.L. Links Autumn 2022

University posts, engagement from students, staff, ambassadors & employers



University Of Limerick
@UL

Where will your curiosity take you?

A postgraduate degree may help you find the answers you've been searching for - and even lead you to your dream career.

At UL, we're here to support you every step of the way. Learn more: bit.ly/StayCuriousUL

#StayCurious




"As a child I was always asking questions, I was always curious, I was always asking why."

Mamobo Ogoro,
Founder, Gorm Media
PhD Psychology and Applied Linguistics

#PostGradAtUL


8:30 PM · Apr 6, 2022 · Hootsuite Inc.


University Of Limerick
@UL

For Jerry Flannery, a postgraduate qualification allowed him to combine his vast practical experience with the science behind the process. 🎓🔬

Imagine what postgraduate studies at UL might do for you? hubs.la/Q017-YJG0


#StayCurious



"Having a professional qualification, it gives you a little bit of rigour behind your work processes. It helps you with a lot of practical stuff that you can go and apply straight away"

Jerry Flannery,
Rugby coach
MSc Sports Performance

#StayCurious


universityoflimerick

universityoflimerick • Heading back to the corporate world after some time away can be tough. 🏠

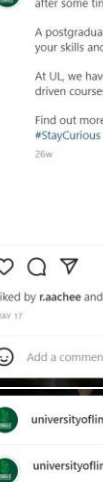
A postgraduate degree might be the perfect bridge to refresh your skills and help rebuild your confidence.

At UL, we have a huge selection of industry-led and research driven courses.

Find out more - search 'UL Stay Curious'

#StayCurious

26m



"When I wanted to go back to work I realised that I might need to refresh my skills and rebuild my confidence."

Slohan Ryan
Sales Director UiPath
Master of Business Administration


#PostGradAtUL

Liked by raachee and others

MAY 17

Add a comment...

Post


universityoflimerick

universityoflimerick • Think big. 💡


Postgraduate Studies at UL are designed to support you in every step of your journey to becoming the professional you want to be.

We've got the track record to prove it. 📈

Join us and see what we might achieve together. Search 'UL Stay Curious'

#StayCurious

26m



"There's a huge history of entrepreneurship within The Bernal. That exposure opens up your mind to the possibilities of where you can take your research, what you can do with your research..."

Finola Cliffe,
PhD, Biotechnology
Chief Operations Officer,
Hookie Bio Ltd

#PostGradAtUL

Liked by rebeccaoh2 and others

MAY 11

Add a comment...

Post

Laura Chawke • 2nd
-Experienced Marketer - | Strategy | Brand | Digital | Content ...
2mo • 1

✔️ Specialist Diploma in Aviation Leasing and Finance

Many thanks to the UL Alumni team for this video momento from my graduation on Friday. It was a very special and inspiring day thanks to the efforts of so many people and teams across the University of Limerick.


When I applied to do a #PostGradATUL during the first pandemic winter, my only goal was to expand my opportunities for the future.

What I hadn't expected was the ease of learning and researching online, challenging my thinking in ways I hadn't exercised in many years and the delight in exploring new disciplines. But most especially, it was returning to UL after a 20+ year absence.

It really is a very special place and I feel privileged to have had the experience to study there once again. I'm already exploring my options for 2023!

<https://lnkd.in/eAdnBkew>

#classof2022 #StayCurious #LifelongLearning



Play
LAURA CHAWKE
Specialist Diploma in Aviation Leasing and Finance
0:32

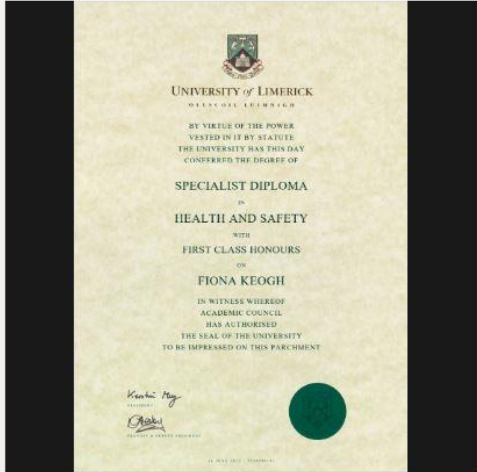
Laura Ryan and 76 others

75 comments

Like Comment Repost Send

Fiona Keogh • 2nd
Learning & Organizational Development Mana...
5mo • 1

I graduated (in absentia) from the University of Limerick last week and while I was disappointed to miss the opportunity to connect in person with my fellow classmates, I was nonetheless thrilled to receive this. Sincere thanks to Sean Fitzgerald, John Kennedy and Tom Lynch for their excellent tutorials and to the UL team for their guidance throughout. Thanks also to my fellow learners for their unwavering support and enduring sense of humour. Finally, thanks to Analog Devices and the Ireland leadership team for supporting me in my learning journey.
#staycurious #lifelonglearner #everydayisaschoolday



UNIVERSITY OF LIMERICK
BY VIRTUE OF THE POWER
VESTED IN IT BY STATUTE
THE UNIVERSITY HAS THIS DAY
CONFERRED THE DEGREE OF
SPECIALIST DIPLOMA
IN
HEALTH AND SAFETY
WITH
FIRST CLASS HONOURS
ON
FIONA KEOGH
IN WITNESS WHEREOF
ACADEMIC COUNCIL
HAS AFFIXED
THE SEAL OF THE UNIVERSITY
TO BE IMPRESSED ON THIS PARCHMENT

Tara Deer and 156 others

90 comments • 1 repost

Like Comment Repost Send

Andrew N. • 2nd
Senior Continuous Improvement Manufactur...
Refreshed from University of Limerick • 1w • 1

A community for the curious
#StayCurious

#StayCurious - Jamie Judge

Niamh Browne and 44 others

6 comments • 2 reposts

Like Comment Repost Send

Add a comment...

Most relevant

John Drysdale • 2nd
MSc, MRA4 | Talks about Future Mobility | Diversity, Equality and...
Congratulates Jamie Judge
Like | Reply

Daniel Flanagan • 2nd
END Advisor for mechanical & electrical fit out at Hovione
I put my life on hold & went to UL at 42 years old. I completed the BSc in Environmental science. Best decision I ever made. Yes it is tough to do it as a mature student, just a matter of staying focused on what you want to achieve.
Like 11 | Reply

Pamela Kearney Skaufel • 2nd
Vice President Procurement, EssentMobil Global Services Compan...
Thinking about it...
Like | Reply

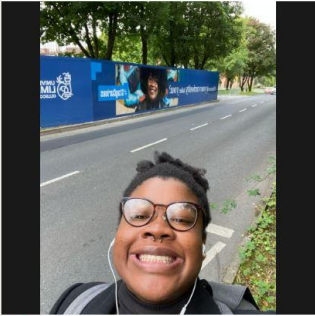
Brendan Maher • 2nd
EMEA Sales Manager ANAV Engineering/Cyber-Security & ODM...
One of the best decisions I ever made was to go to UL to achieve my degree in Business Management. Lots of support & lots of like minded individuals helping each other learn & improve.
Like 3 | Reply

Helen Brown • 2nd
Professional Education Graduate and Professional Studies, Univer...
One of our amazing graduate ambassadors! A great inspiration to all professional learners. Thank you Jamie Judge for participating!

Mamobo O. • 2nd
Founder & CEO at Gorm Media
2mo • 1

Finally got to see this in person!

University of Limerick #staycurious #ULambassador



Niamh Browne and 227 others

11 comments • 1 repost

Like Comment Repost Send

Add a comment...

Most relevant

Niamh Browne • 1st
Brand and Design Officer at University of Limerick and creator of...
Hope you were happy with it Mamobo O.
Like 1 | Reply • 1 Reply


Mamobo O. (She/Her) • Author
Delighted!
Like | Reply

Nadine Buttery • 2nd
BSc Psychology & Tai Chi Teacher, Research Assistant Trinity Coll...
I love it!
Like 1 | Reply

Paul Madojutimi (He/Him) • 2nd
Senior Specialist at Apple / Operations Manager - Souleiquette /...
This is so cool
Like 1 | Reply

Stephen O'Regan • 2nd
PhD Student at University of Limerick
6mo • 1

I was recently given the opportunity to present my work to date "A critical Reynolds number for particle-wall collisions" to the Bernal Institute, University of Limerick, as part of AstruM 2022. This was done through a Thesis in 3' competition, which tasked me with describing my work in three slides, through a three minute presentation. Competing against my peers set an incredibly high standard and I am looking forward to competing again soon. University of Limerick #ResearchWeekUL #AstruM #CircularEconomy #StayCurious



71 • 2 comments

Like Comment Repost Send

Add a comment...

Most relevant

Marion Gillman Coughlan PhD • 3rd+
QA Specialist at Gilead Sciences
Well done Stephen. I hope your research is going well. x
Like | Reply

Evan O'Clarain • 2nd
Teacher at Kinsale Community School
I think this is fantastic
Like 1 | Reply



Thank you to @rte for visiting yesterday's launch of #SHPRC

Exciting times ahead for research into #Rugby, #Athletics, #Esports, Endurance and Weight Category sports.

@EsportsSRL @IRIS_Rugby @PessLimerick @UL

#StayCurious



YannisZ
@yanzabet

Our best wishes to our #graduates of the Department Biological Sciences @BioSci_UL @UL graduating today; our doors will be always open while you discover the world! Wishing you every success! #StayCurious #ThinkBigAtUL



11:22 AM · Aug 23, 2022 · Twitter for iPhone



Dr Alison O'Connor
@alisonoc2

So thankful to my @BernalNews @UL colleagues for highlighting me as part of their #StayCurious campaign. Lots of exciting things happening with my @MSCAActions fellowship eekkk! #AcademicTwitter #AcademicChatter #MSCA #HorizonEurope



linkedin.com

Alison O'Connor, PhD, CEng MIMechE on LinkedIn: #machinelearning #mscac... So thankful to the University of Limerick's Bernal Institute, University of Limerick for giving their early stage researchers (like myself) the opportunity...



Mark Ryan · Apr 29

Thank you to everyone for the support! So honoured to represent @mlal_ul and @ulcals and to have won the Thesis-in-Three Finals @UL when the standard was so unbelievably high! Congrats to all the contestants @GPS_UL #ResearchWeekUL #staycurious



Prof Mairead Moriarty

13

9

68

