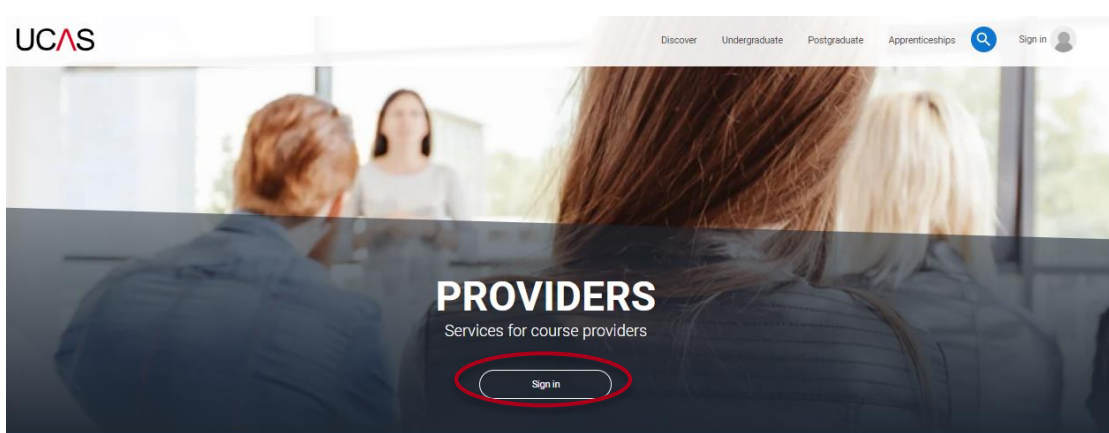


UCAS Discovery Exhibition Dashboard 2023/4

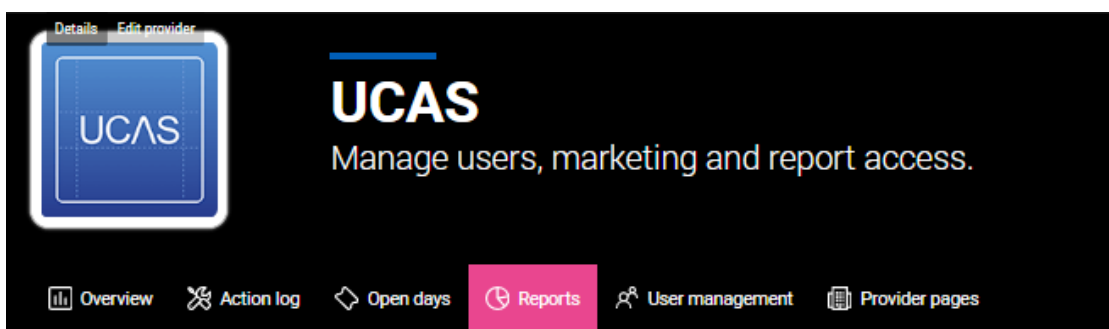
This guide provides details of how to access and use the UCAS Discovery Exhibitor Dashboard. The dashboard includes both UCAS Discovery 2023/4 exhibitions and Create Your Future 2023 exhibitions.

How to access your reports on UCAS.com.

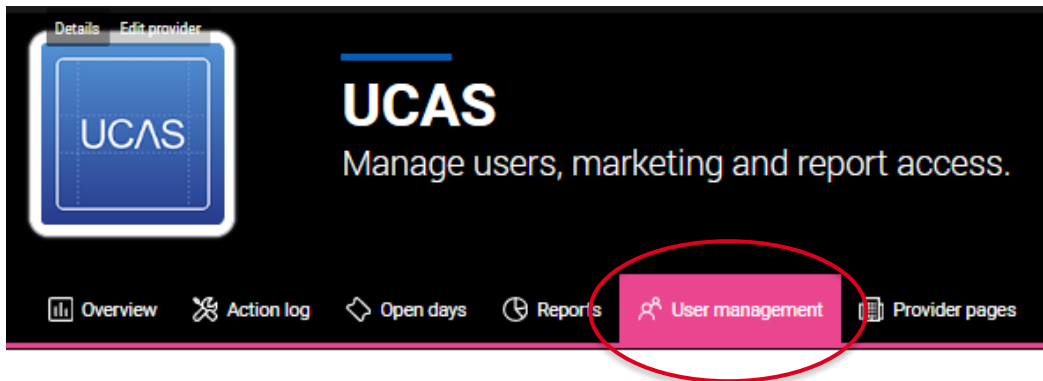
1. You can sign into your UCAS provider account here: www.ucas.com/providers. Click on sign in or set up an account.



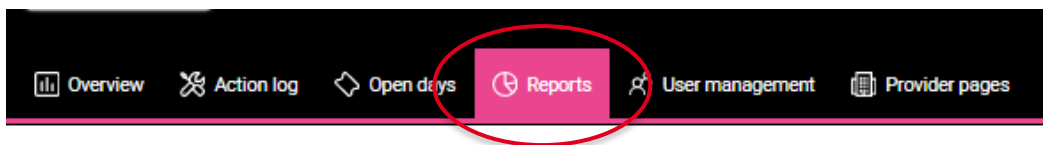
2. You will need to register and validate your email account (if you have not had an account previously). Using the code sent to you. Follow these steps:
 - a. <https://accounts.ucas.com/account/login>
 - b. Register your email and account
 - c. Validate your account
3. Once you have validated your account, you can then navigate your profile.



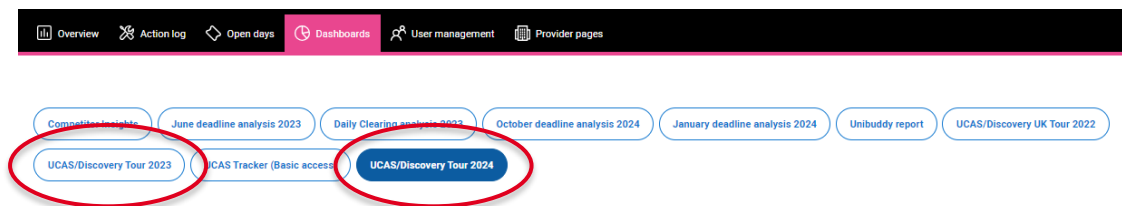
4. If you have admin access, you can manage who can see the reports and leads at your organisation by clicking the **User management...** quick link.



5. To view the dashboard reports click on reports.

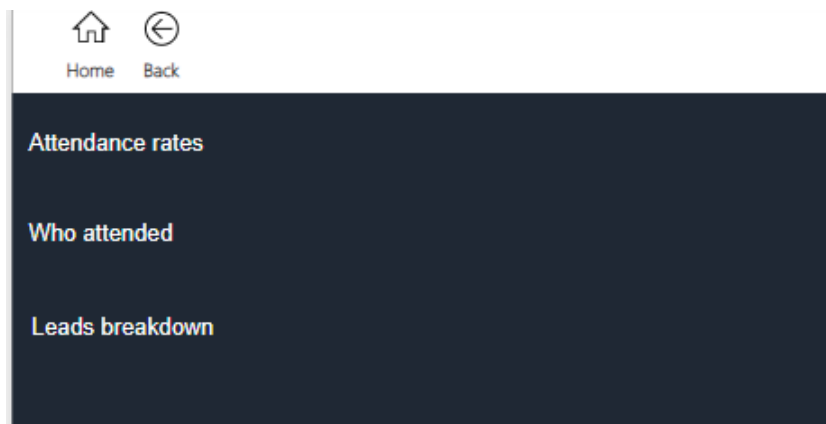


6. Then click on the report tab for **UCAS Discovery UK Tour 2023/4**. You can also navigate to other reports from here.



Navigating the dashboard

Use the menu in the top left corner of the screen, to navigate the dashboard sections

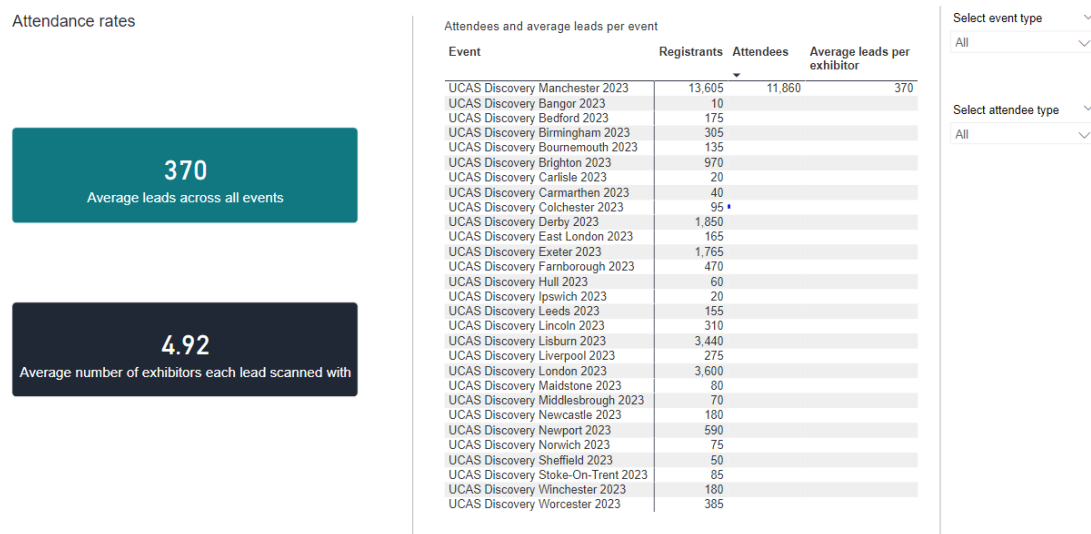


- The Attendance Rates and Who Attended tabs are available for all exhibitors.
- The Leads Breakdown section is available to exhibitors who used UCAS Smart Lead app for scanning at events.
- On the right, you can see the total number of attendees and registrants across all events that have occurred so far.

A dashboard summary section featuring two data cards and two filter dropdowns. The top card is teal and displays '11,860' in large white text, with 'Total unique attendees across all events' in smaller white text below it. The bottom card is dark blue and displays '28,925' in large white text, with 'Total unique registrants across all events' in smaller white text below it. Between the cards are two white dropdown menus. The first is labeled 'Select event type' and has 'All' selected. The second is labeled 'Select attendee type' and also has 'All' selected. Two red arrows point from explanatory text to these dropdowns. The first arrow points to the 'Select event type' dropdown and is accompanied by the text 'You can filter by event type (premium, shell, or campus) here'. The second arrow points to the 'Select attendee type' dropdown and is accompanied by the text 'You can filter by attendee type (parent, adviser, or student) here'.

Attendance Rates

View attendance stats for each exhibition and filter by event and attendee type



Filter by event and attendee type here, by selecting the options you would like to view from the drop down.

The turquoise box show the average number of leads across the event/attendee types selected. The black box shows the average number of exhibitors each attendee scanned with across the selected event/attendee types.

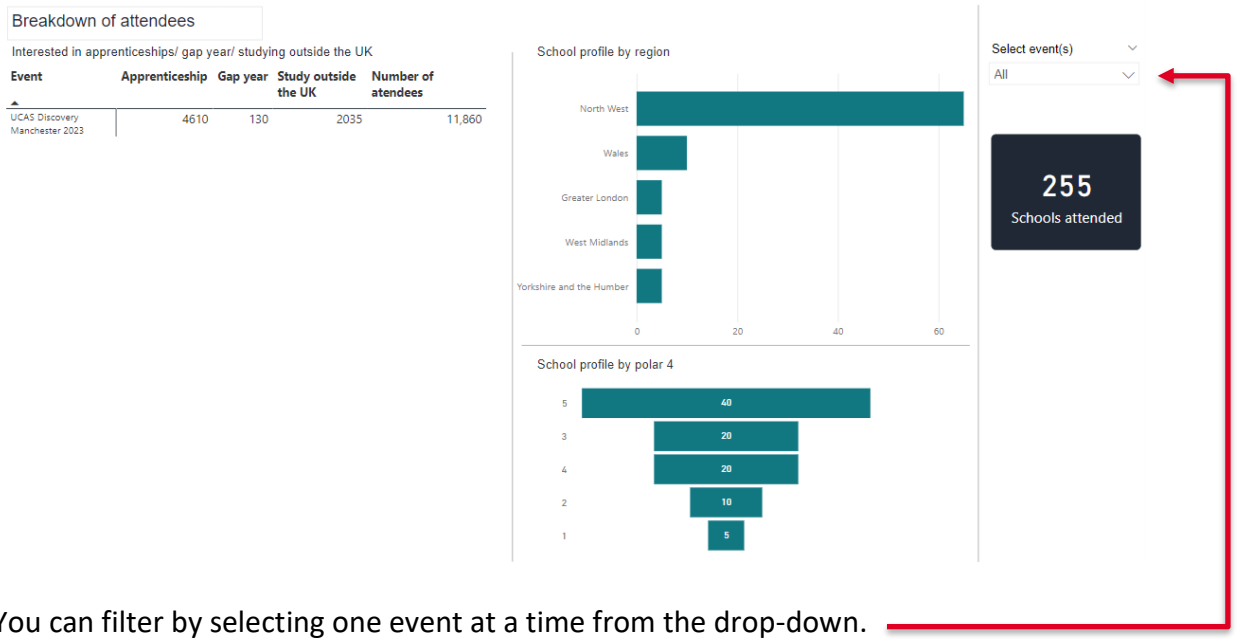
The table on the right shows the total number of registrants, total number of attendees (including students, parents and advisers) and an average number of scanned leads at each event.

Who Attended

This tab shows the attendee demographics for exhibitions by:

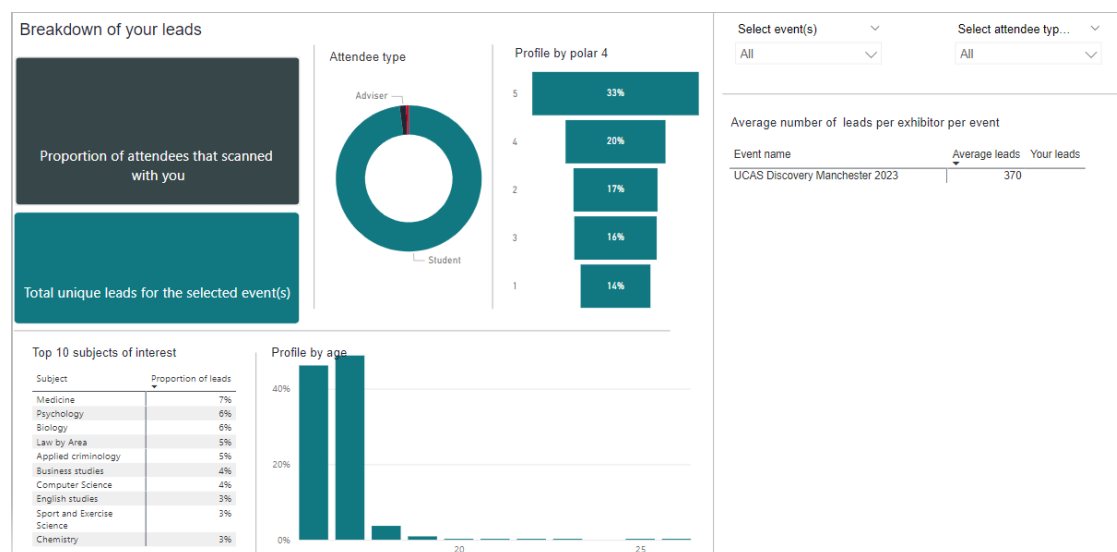
- POLAR
- Region
- Interest in studying apprenticeships/gap year/studying abroad
- Country

Filtered by event.



Leads Breakdown

If you have used scanning at our events, you will be able to see more information about the people that scanned with you in this section.



You can filter by event or attendee type in the drop-down menus here.

You can find the number of scans across the event/s selected.

You will also find a breakdown of age, attendee type and POLAR of the people who scanned with you. View the most common subjects students who have scanned with you are interested in.

On the right you can find a table that has the average number of leads per event, so you can easily compare your number of scans with the average scans for each event.

Conversions

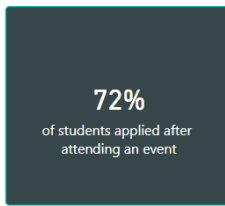
Conversion statistics are included in your dashboard to help you measure success. Statistics are available January following an application/event cycle.

- The number of scans that went on to apply to you vs the average.
- % of students that applied after attending an event

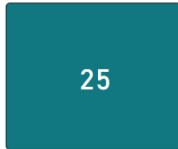
Please see an example of the conversions page below.

Attendee* conversions to applications

*Filtered to student attendees only



Average number of conversions per provider, per event, over all events:



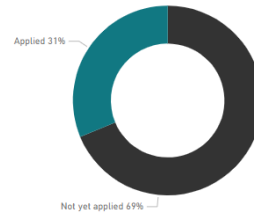
Average conversions per provider vs your conversions

Event name	Average	Applied to you
Aberdeen 2023	30	45
Ayrshire 2023	15	10
Bangor 2023	10	
Bedford 2023	35	5
Birmingham 2023	55	25
Borders 2023	20	30
Bournemouth 2023	10	
Brighton 2023	15	5
Carlisle 2023	15	5
Carmarthen 2023	20	
Colchester 2023	15	10
Derby 2023	35	10
Dumfries and Galloway 2023	15	20
East London 2023	30	5
Edinburgh 2023	35	75
Exeter 2023	35	10
Farnborough 2023	45	10
Fifa 2023	25	25
Forth Valley 2023	25	40
Glasgow 2023	35	70
Hull 2023	15	10
Inverness 2023	20	10
Ipswich 2023	10	
Lanarkshire 2023	25	15
Leeds 2023	25	10
Leeds 2023	25	10

Select event(s)

All

Proportion of your scans from the selected event(s) who applied...



So far you have unconditional firm offers with

5

of your scans that went on to apply to you

If you have any questions or would like to provide feedback about the dashboard, please email events@ucas.ac.uk.