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UCAS Discovery events – Why connecting in person is still critical



Our Events

YOUR FUTURE STARTS HERE

1

LISTEN TO SPECIALIST TALKS

Take part in live Q&As, chat to experts and hear about your different options in the Live Lounge.

2

GET EXPERT ADVICE

Speak to universities, employers, and UCAS experts about your future choices.

3

GET INVOLVED & HAVE FUN

This is your chance to discover new opportunities and the different possibilities after school or college. It's the perfect place to get answers to your questions.

LIVE LOUNGE - WHAT'S ON?

TIME	TOPIC	HOST
10:00 - 11:00	UCAS LIVE - WHAT'S ON?	UCAS
11:00 - 12:00	UCAS LIVE - WHAT'S ON?	UCAS
12:00 - 13:00	UCAS LIVE - WHAT'S ON?	UCAS
13:00 - 14:00	UCAS LIVE - WHAT'S ON?	UCAS
14:00 - 15:00	UCAS LIVE - WHAT'S ON?	UCAS

SUBJECTS LIVE - WHAT'S ON?

TIME	SUBJECT	HOST
10:00 - 11:00	Mathematics	UCAS
11:00 - 12:00	Science	UCAS
12:00 - 13:00	Engineering	UCAS
13:00 - 14:00	Business	UCAS
14:00 - 15:00	Arts	UCAS

WELCOME AREA



Real students and apprentices are on hand to chat to you and assist you in the right direction.

CAREERS QUIZ

What you know the best? Personality to different jobs, you could build smart cities, inspire the world, or save the planet.

UCAS DISCOVERY PRESENTS STEM MEDICINE BUSINESS

Take a closer look at exciting courses and careers in this series of live online events. Big career and industry experts will be on hand to help you narrow down your choices.

KEEP YOUR TICKET HANDY

Your barcode is unique to you. Just scan it at the different stands to receive more information from that university, college or employer.

UNIVERSITY OF DERBY MAKE IT REAL AT DERBY

Book here to attend the UCAS Live Open Day at Derby.

Young people crave the chance to communicate face-to-face.

While young audiences are often defined by their use of technology – they still crave the physical opportunity to talk through their choices in person - discovering new paths, new brands and new possibilities.

Attending a UCAS event is the first step on the journey towards a place at university or an early career – a moment when young people are at their most receptive, and most open to possibilities. And over the course of the ensuing 18 months UCAS is a constant in the decision making process.



88%

of Gen Z want
brand experiences
delivered through
both digital and
physical channels



It presents a huge opportunity for employers searching for the next generation of talent – and marketers looking to engage and impact the next generation of their consumers.

9 / 10

attendees say UCAS events influence their decision making

95%

of UCAS event attendees say the event provides the information and guidance they need to pursue their ambitions

UCAS events offer an unparalleled opportunity to engage young people.

UCAS events cover 40 cities over 9 months every year, attended by 150k young people from over half of all schools in the UK.

The experience is split across multiple zones (including Universities & Colleges, Employer & Apprenticeships, Student life and Wellbeing), giving brands multiple opportunities to showcase their organisations, demonstrate products or offer meaningful advice.

150k
attendees, 22k
monthly visits to
events pages on
UCAS.com

98%
of young people in
the UK can reach a
UCAS event within
60 minutes

Attendees spend
an average of **90**
minutes at an event,
visiting an average
of **8** exhibits





93%

**of commercial partners
return year on year**

**Partners receive an
average of 596 leads
per premium event**

We also offer partners the opportunity to reach audiences pre- and post-event via the UCAS ecosystem – leveraging our channels and targeting via our expansive proprietary dataset.

Brands that exhibit at our events benefit from the halo of trust that UCAS commands – which leads to better engagement, more influence, and more leads.

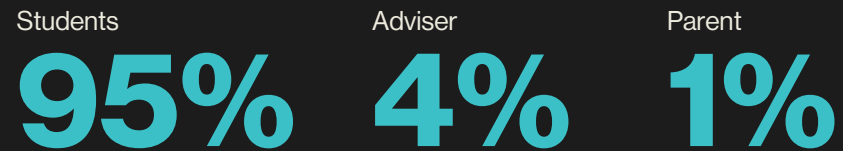


SAMSUNG

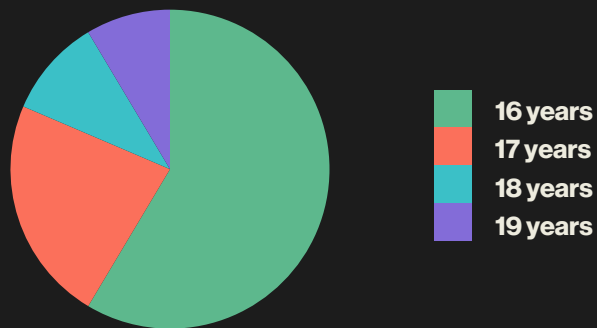


Who Attends?

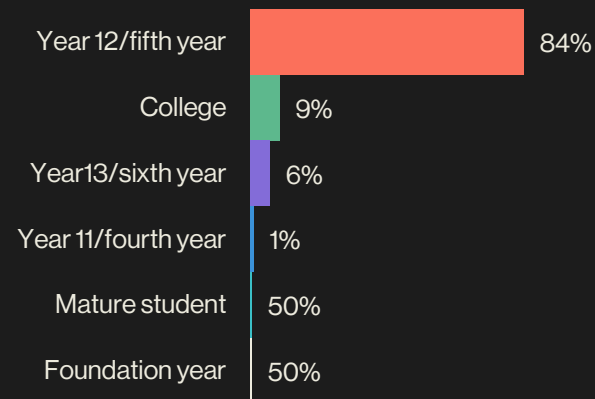
Audience Types



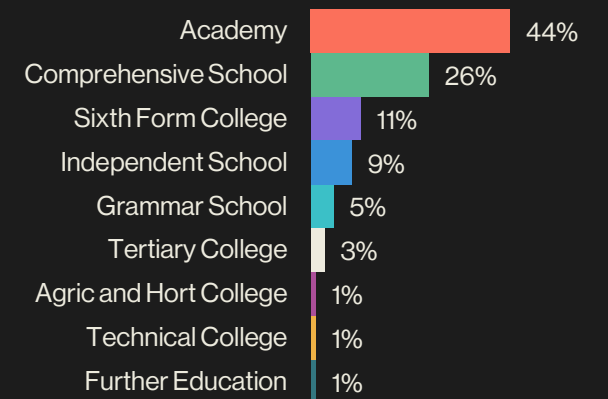
Ages



Study Years



School Types



Student Interests

36%

STEM Subjects

41%

Apprenticeships

Almost

1 in 3

students come from schools located in POLAR quintiles 1 or 2

How We Can Help



Event Stand

Leverage our trust to present your brand through your own branded stand within the event. Our in-house team of event specialists can guide you to create maximum impact in event.



Enhanced Profile

Enhanced content on event guides and communication provides increased visibility for your brand and stand location when students are planning their visit.



Data Scanning

Scan each visitor's ticket barcode using our app and build your database and continue conversations after the event.



Attendee Campaigns

Amplify the impact of your event presence using our multichannel campaigns across the UCAS ecosystem – or simply leverage our direct channels for pre- & post event emails.



Sponsorship

Our partners have the opportunity to sponsor an event series, individual events or an individual zone - which includes a stand, sponsored live talks, workshops or demonstrations.



Event Targeting

Ensure you're at the right events by using the UCAS event data targeting tool to identify the events that have the highest proportion of your target audience.



DISCOVER DIFFERENT OPPORTUNITIES

YOUR HERE

UCAS

EXHIBITOR

COLLABORATOR

LONDON 9miles

ONLINE

UNIVERSITY OF ONLINE

LONDON 9miles

COMPETITION

LONG 5980miles

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HOW MEANS YOUR DREAM CAREER will BECOME REALITY