

UCAS Exhibitions Dashboard

User Guide

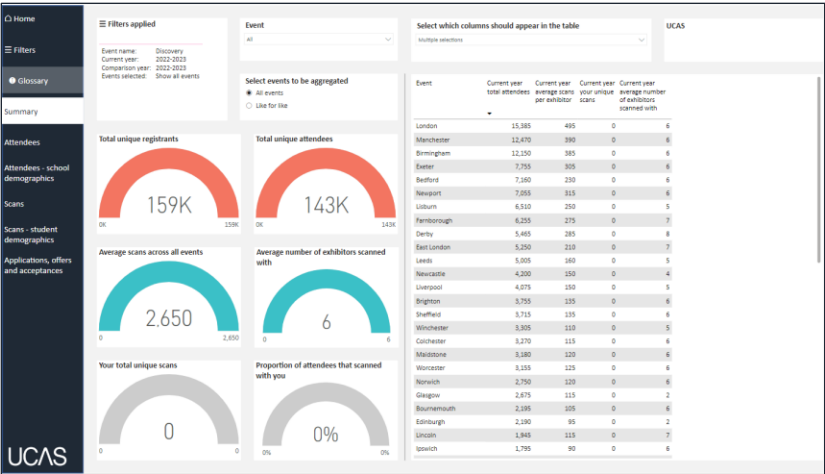
UCAS

A decorative background pattern on the right side of the page, consisting of numerous small, colorful dots and larger, curved, multi-colored lines in shades of blue, yellow, red, and teal, set against a dark blue background.

Introduction

Use this guide to find out how to access and use the UCAS Exhibitions dashboard.

This dashboard (launched 23 September 2024) will supersede the 2022, 2023 and 2024 UCAS Discovery (and any previous) event related dashboards.



Benefits

Comprehensive Data Access:

You can now explore data from 3 academic cycles, allowing YoY comparisons that will help you optimise your strategies.

Enhanced Filters:

Customisable views of your data. You can now view all UCAS Discovery data separately from Create Your Future, with the ability to apply additional filters to your personalised views.

Applications, Offers, and Acceptances Tab:

Previously known as the conversions tab, this section now provides detailed conversion data along with YoY comparisons for a clearer understanding of your ROI.

New WP Support Data:

We've added Scottish SIMD data to support you with your widening participation goals. Additional data for Northern Ireland and Wales will be included in a future release.

How to access the dashboard

Sign into your UCAS Provider account

Do you already have an account?

Sign into your UCAS provider account (1) at www.ucas.com/providers. Click on sign in.

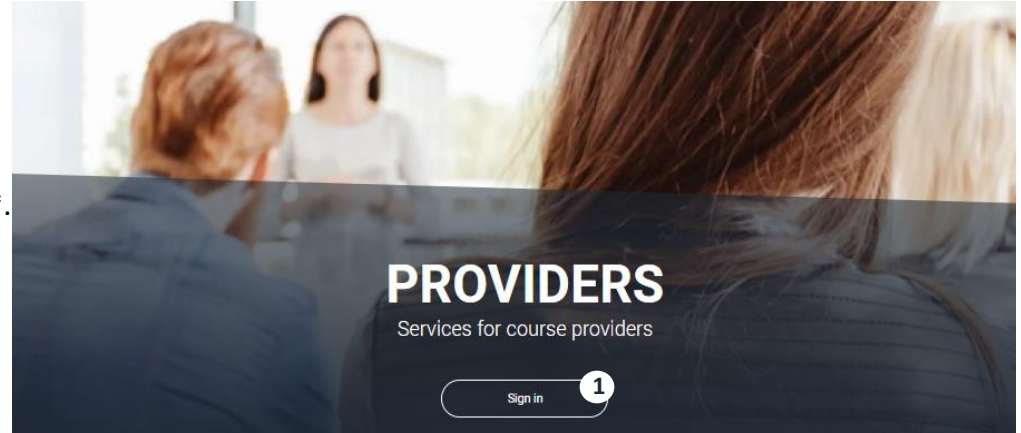
Please email events@ucas.ac.uk to request access, if you cannot see the UCAS Exhibitions dashboard when you login*.

Do you need to set up an account?

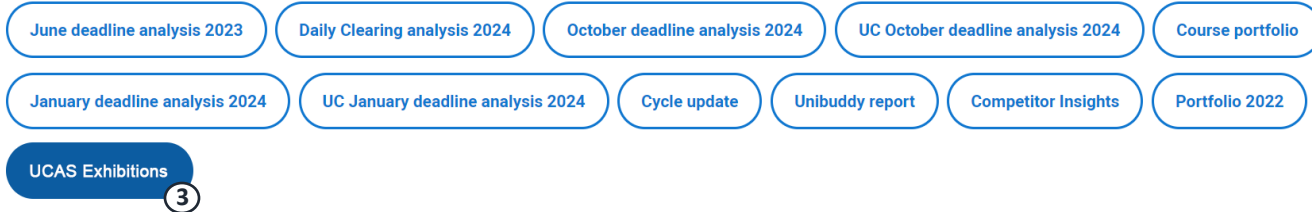
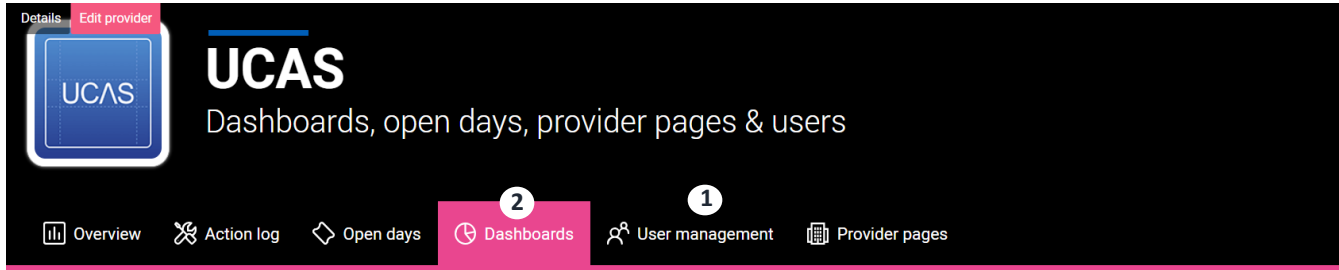
To set up an account, please register and validate your email account using the following steps:

- Go to <https://accounts.ucas.com/account/login>
- Register your email and account
- Validate your account using a code that will be emailed to you.
- You are ready to navigate to your profile and access the dashboard.
- Please email events@ucas.ac.uk to request access, if you cannot see the UCAS Exhibitions dashboard when you login*.

*Anyone who is a primary or secondary booker for UCAS Exhibitions will be given access to the dashboard automatically.



Navigate to your dashboard



1. If you have admin access, you can manage who can see the reports and leads at your organisation by clicking **User management** (1).
2. Once logged in, click on dashboards (2).
3. Then click on the **UCAS Exhibitions** dashboard button (3).

Top tips for using the dashboard

Features

High level event data:

- Attendee stats that can be compared YOY.
- A full list of subjects of interest and apprenticeship industries for those who attended.
- Analyse like for like events that run each year or include all events. The calendar does differ slightly each year.

Customisable view of the data:

- The enhanced filtering allows you to choose what data you use.
- View YOY stats across three academic cycles.
- Analyse data by event type, region, registrant, all events or only events you attended.
- Switch between UCAS Discovery and Create Your Future events

Scanning statistics :

- Data to support you with your WP objectives. Scottish SIMD data has been added (Northern Irish and Welsh will be added in a future release).
- A full list of subjects of interest and apprenticeship industries for those who scanned with you.

Applications, offers and acceptances:

- YOY comparisons so you have a clear view of your ROI.
- Ability to view conversions overall or by event.
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Dashboard navigation

Navigate the sections for the dashboard using the menu on the **Home screen (1)**.

Each section offers different information and stats:

Filters: Decide on the filters you want to use in the filters section. These filters effect each tab of the dashboard.

Glossary: Understand the terminology and what the stats mean.

Summary: View unique registrant and attendee stats for all events alongside your scanning stats.

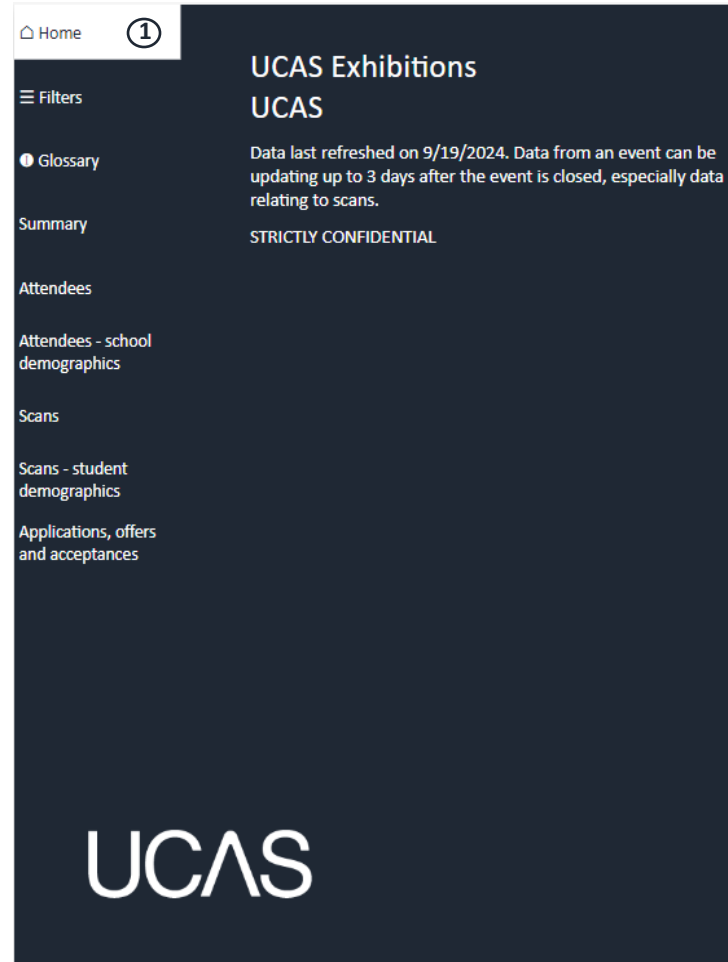
Attendees: View more in-depth details about the attendees. including unique attendees and the subjects and apprenticeship industries they are interested in.

Attendees – school demographics: View the number of unique schools.

Scans: Analyse your scanning stats including scans per event.

Scans – student demographics: Includes a view of Polar 4, SIMD and age of those who scanned with you.

Applications, offers and acceptance: Gain insight into students who have applied to you after attending an event.



How to customise each view

The Filters allow you to set the data you will be able to see throughout the dashboard.

Filters applied (1) - these are applied to the entire dashboard and displayed throughout.

Select 'current year' and **'comparison year'** (2) - these stats will be available for both years/cycles* on each page.

Show data for all events or only events you have attended (3) - this will decide the events you see for the entire dashboard.

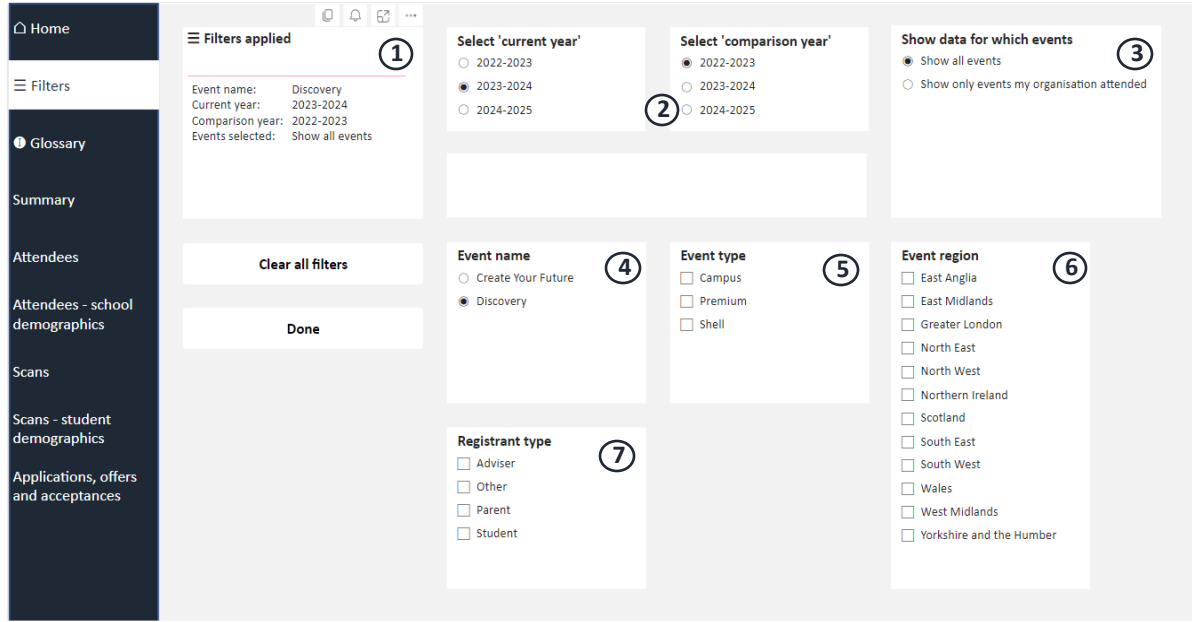
Event name (4) – customise your dashboard to UCAS Discovery or Create your future.

Event type (5) – Choose the type of event you want to report on. The default is all.

Event region (6) – this will be set for the entire dashboard, but can be filtered further on each page.

Registrant type (7) – you can choose to filter by just students or include stats for other audience types like adviser.

*An event cycle runs from 1 August to 31 July each year.
E.g. 1 August 2024 to 31 July 2025.



How to customise each view

Customise which events you see.

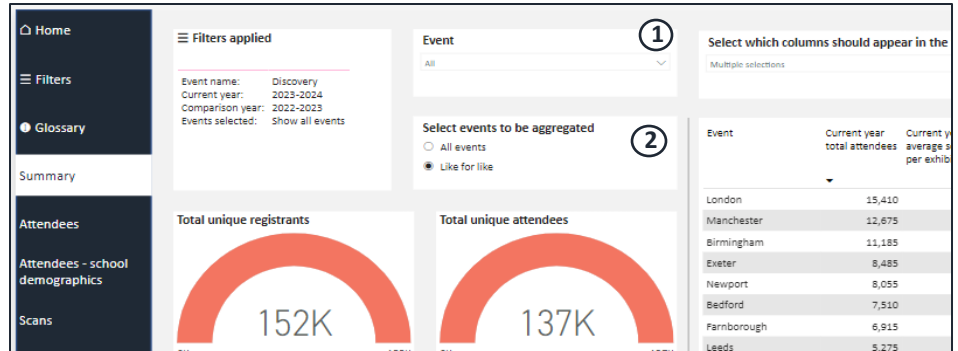
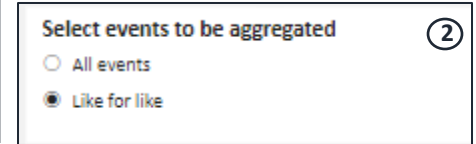
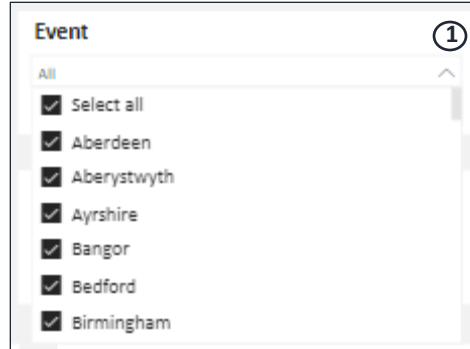
You can either set the type of events you see within the **Filters** page or there is an **Event** drop down box (1) on each of the pages where you can specify the events you would like to view. The default is all.

You can also select events to be aggregated (2), choose from **All events** or **Like for like**.

All events – includes all events for the cycle(s)* selected.

Like for like – only includes events that took place in the current and comparison year.

*An event cycle runs from 1 August to 31 July each year. E.g. 1 August 2024 to 31 July 2025.



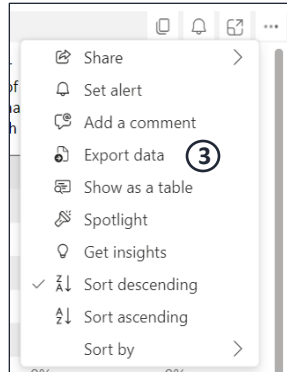
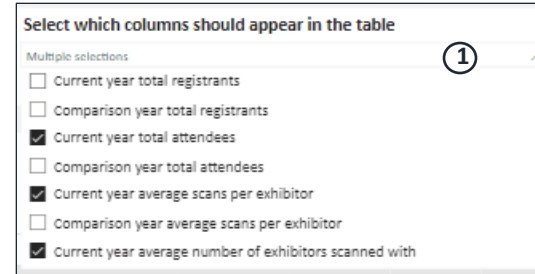
How to customise each view

Customise the table date.

Select the columns that you want to see for the current and comparison years (1) and your view of the data will change in the table below (2).

Export your data.

You can export a csv data file of your table data by clicking the ... (3).



Select which columns should appear in the table ①

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Event	Current year total attendees	Current year average scans per exhibitor	Current year your unique scans	Current year average number of exhibitors scanned with	Current year proportion of attendees that scanned with you	Comparison year proportion of attendees that scanned with you
London	15,410	480	0	6	0%	0%
Manchester	12,675	390	0	5	0%	0%
Dissonance	11,185	400	0	6	0%	0%

FAQs

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How often is data updated?

Data from an event can be updating up to 3 days after the event is closed, especially data relating to scans.

Conversion data is updated regularly. The majority of conversion data (in the Applications, offers and acceptences tab) is updated January of the year post event. E.g. for events in 2023-2024 data will appear from January 2025.

Who has access to the dashboard.

Primary or secondary contact for event bookings. You can also request additional users by emailing events@ucas.ac.uk.

Where are the old event dashboards?

The UCAS Discovery Dashboards for 2022, 2023 and 2024 have been replaced with the new UCAS Exhibitions Dashboard.

Anyone who had access to the UCAS Discovery 2024 dashboard, now has access to this new UCAS Exhibitions Dashboard.

What do the stats mean?

Take a look at the Glossary which explains all the terminology and definitions. If you need further support understanding the statistics or how the dashboard works, we are here to help.

Need help?

Contact the UCAS Events Technical Support team
Tel: 01242 545725 Email eventstechnical@ucas.ac.uk.

