HELOA update

22 September 2023

UCAS

Review of 2023 events

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2023 improvements

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New exhibitor zone with improved instructions	Randomised floorplan	The Big Q&A	Lesson plans	Mission cards
Apprenticeship information point	New dashboards updated regularly	Campus event planning manager	Code of conduct to minimize late openings	Event registration / hub integration

UCAS DISCOVERY EVENTS: **THE NUMBERS**

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155K attendees

41 events

4,054+ schools

+11% increase in flagship **event attendance** (vs 2022)

+18% increase on **leads per event** (vs 2022)

+12% increase in **adviser rating** (vs 2022)
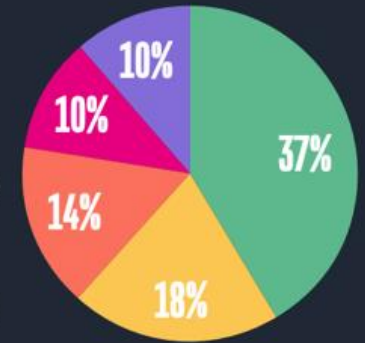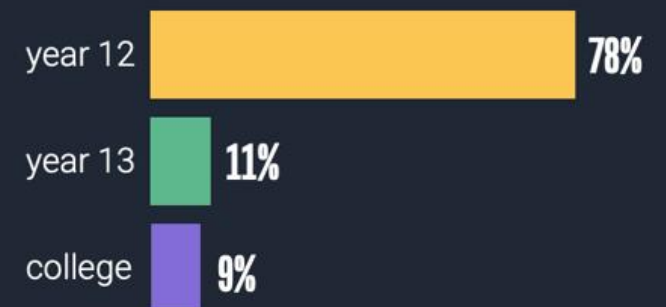
Marketing to over
10K ADVISERS

565K scans

1/3 STUDENTS come from schools located in **POLAR 1 or 2**

SCHOOL TYPE

- Independent
- FE
- Comprehensive
- Academy
- 6th form college

10%
10%
14%
37%
18%

YEAR GROUP

year 12 — 78%

year 13 — 11%

college — 9%

7% increase in event attendance*

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Event	Attended 2023*	Event	Attended 2023*
Manchester	12470	Bedford	7160
Lisburn	6510	Bournemouth	2195
Brighton	3715	Farnborough	6255
Derby	5465	Carlisle	655
Exeter	7755	Newport	7055
Bangor	610	Camarthen	1130
London	15385	Colchester	3270

Flagship – 40,005
Shell – 56,930
Campus – 36,355

* Dashboard figures are unique attendees rounded to nearest 5 so will differ from these figures.

7% increase in event attendance*

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Event	Attended 2023*	Event	Attended 2023*
Maidstone	3180	Sheffield	3715
East London	5250	Middlesbrough	1025
Liverpool	4075	Newcastle	4200
Hull	1265	Birmingham	12150
Ipswich	1795	Norwich	2750
Lincoln	1945	Stoke-On-Trent	845
Leeds	5005	Winchester	3305
		Worcester	3155

Flagship – 40,005
Shell – 56,930
Campus – 36,355

* Comparing like for like events run in 2022 / 2023
* Dashboard figures are unique attendees rounded to nearest 5 so will differ from these figures.

Events with the greatest increase of attendees

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Bedford 2023 with a 37.3% increase

Carmarthen 2023 with a 34.2% increase

Exeter 2023 with a 27% increase

Events with the greatest decrease of attendees

Stoke-On-Trent 2023 with a 32.5% decrease

Hull 2023 with a 30.4% decrease

Maidstone 2023 with a 21.2% decrease

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Scotland event attendees to date, +22%

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Forth Valley	773	27%
Edinburgh	2174	1%
Aberdeen	582	-11%
Glasgow	2728	6%
Lanarkshire	660	1%
Ayrshire	470	52%
Moray	318	82%
Total	**7,705**	**22%**

*Tayside 2023 –Change of hours 09:30 – 13:00

Average exhibitor leads by event

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Event	Exhibitor Leads (avg)	Event	Exhibitor Leads (avg)
London	500	East London	215
Birmingham	395	Bedford	235
Manchester	400	Lisburn	260
Newport	320	Leeds	165
Exeter	310	Liverpool	155
Farnborough	285	Brighton	140
Derby	290	Sheffield	140

Flagship events produce the highest number of exhibitor leads followed by Shell events

East London, Bedford and Leeds are campus events that produce higher leads

Flagship – 431
Shell – 167
Campus – 117

Exhibitor leads by event

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Event	Exhibitor Leads	Event	Exhibitor Leads
Maidstone	120	Ipswich	90
Colchester	115	Hull	90
Worcester	125	Carmarthen	125
Newcastle	155	Stoke-on-Trent	55
Norwich	120	Middlesborough	80
Winchester	115	Carlisle	65
Bournemouth	105	Bangor	60
Lincoln	120		

Campus events have a lower lead count compared to Shell and Flagship events, with Stoke-on-Trent at a lowest of 55 exhibitor leads

Flagship – 431
Shell – 167
Campus – 117

Scanning news

- Change to QR codes for scanning from 2024

- Scanning helpline launched staffed from 08:30 on event days 01242 545 725 and is included on scanning instructions

- Scanning lead file – further changes are coming for the scanning lead file in January 2024:
  - Removal of unused fields (delayed from 2023)
  - Addition of apprenticeship industries fields to lead file
  - Change to subjects that students can select (aligned with other UCAS processes/systems and reporting
  - There is an improved turnaround for any photographs of barcodes that cannot be scanned being added to the lead files. This can be immediate rather than the previous weeks lead time in 2022.

- We are looking at how we can improve the scanning experience further. There have been quite a few requests to:
  - Be able to manually input barcodes
  - Make the licence code process easier
  - Add the school number to the lead file (which number are exhibitors expecting?)

Your feedback

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2024

2024 dates

- The Derby event has now moved to Nottingham (remaining a shell scheme event).

- UCAS Discovery Aberystwyth will run for the first time.

- The event at Aberdeen will be held at Robert Gordon University.

- The event at Ayrshire will be held at Ayrshire College - Kilmarnock Campus.

- The Stoke-on-Trent campus event date will be **moving from Tuesday 23 April to Thursday 13 June.**

- Exhibitors wishing to book the **Liverpool event** on Friday 14 June, **please book your hotels ASAP** as there is a Taylor Swift concert on between **Thursday 13 June - Saturday 15 June.**

- **Moray** and **Fife –** Service providers have not submitted hosting applications for 2024.

Moray:
The schools further south are approx 1 hour 15mins from Aberdeen and 1 hour 40mins from Inverness. The schools to the East of Moray are approx. 1 hour and 20mins from both events. The schools more central to Elgin are 1 hour away and the west schools around 55mins.

Fife:
6 schools are travelling via coach, 1 on public transport and 2 on foot. In terms of access to Edinburgh or Forth Valley
The Southern Schools are 42 – 55 mins from Forth Valley, 25 – 35 minutes to Edinburgh. Central Glenrothes schools are 40 minutes to Edinburgh. The school right up north is 20 minutes from the Tayside event.
The two schools attending on foot are the two pins on Glenrothes and are 40 minutes to Edinburgh. The school going on public transport is 35 minutes from Edinburgh.
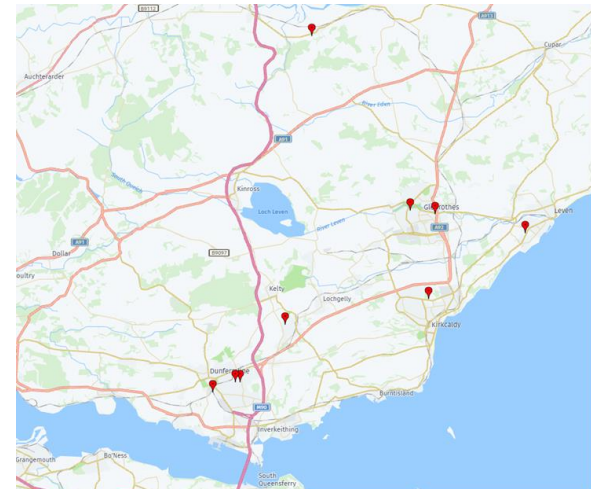
Power and lighting

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- To reduce energy consumption at UCAS events, a light will not be available at every event in 2024.

- Lighting will be provided at the following events: Sheffield, Nottingham, Newcastle, Brighton, Lisburn, Exeter, and Maidstone.

- If exhibitors wish to have a light on their stand at the events where lighting isn't provided, this can be ordered through GES Expresso Shop.

- Exhibitors will be able to register their interest for campus electrics via the Enet shop (limited availability).

Exhibitor booking timeline

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- Subs booking opening Tuesday 26 September 2023, 11am

- Subs window closes Tuesday 10 October 2023, midnight

- Can edit booking during window
  - Single stands unlimited, limited number of stand upgrades, where space permits, sold on a first come first served basis. Will inform this group of any sequential draws if required. Singles only at Bournemouth and Nottingham.
  - Waiting list kept throughout, exhibitors to email account manager or eventssales@ucas.ac.uk for any stand sizes they are unable to select during booking
  - Hope to be able to get back to waiting list by end of November (majority sorted in October)

- One day priority booking on add-ons and subject spotlight stands, Tuesday 16 October 2023, 11am
  - Book before 30 November to get items at 2023 prices

- Pay per event opens Wednesday 17 October, 11am – first come first served

Marketing: Integrating UCAS events into the curriculum

Resources for key times of the cycle

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- Targeting over 10k advisers with relevant classroom materials to support Gatsby Benchmarks.

- Positioning UCAS events as a key part of their discovery process before making an application.

Lesson 6: Getting ready for UCAS Discovery

Help your students to identify what stage of their career journey they're at and how they can start meaningful conversations at the event by asking the right exhibitors the right questions.

Read more >

YOUR MISSION
HAVE A CAREER IN MIND ALREADY?

THE BIG **Q&A**

UCAS DISCOVERY UK TOUR

YOUR MISSION
GOT A SUBJECT YOU WANT TO STUDY?

THE BIG **Q&A**

UCAS DISCOVERY UK TOUR

QUESTIONS TO GET YOU STARTED AT **UCAS/DISCOVERY**:

- What's different about your courses?
- Does the course offer a work placement, internship, or study abroad option?
- Can you tell me more about the teaching style and facilities?
- What career opportunities would this give me?
- Do I need any specific subjects or grades to apply?

DISCOVER MORE
UCAS.COM/MISSION-SUBJECT

Write your own questions here:

_____
_____
_____

Campaign overview 2022-23

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- ✉ Email targeting; location, polar quintile, job role.

- Social campaigns across LinkedIn, Twitter, Facebook, Instagram.

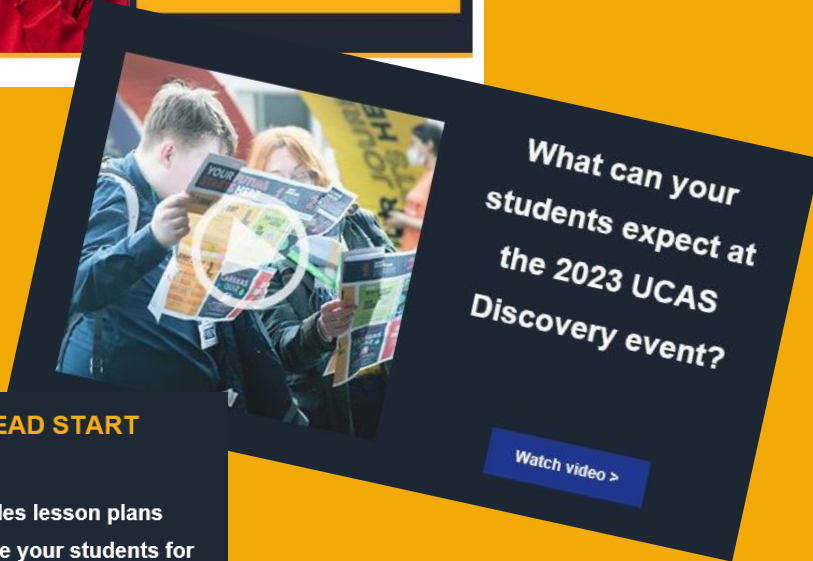- Direct mail to UK schools with adviser calendar/posters for students.

- Monthly Adviser Live Promotions including event specific sessions.

- Lesson plans to support pre event prep.

- Video promotion with adviser feedback at events.

- Letter from UCAS CEO to schools in key locations.

- Extended reach through key stakeholder platforms.

Pre and post event journeys

- Advisers and students receive personalised emails throughout the year and in the lead up to the event.

- The new Big Q+A vision and event proposition featured in all communications and lesson plans.

- Giving advisers the tools to enable their students to make the most of the event and use their experiences to support their application.

Autumn events

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- To date we have just released the 2024 spring / summer program of dates

- We are in the final stages of confirming an Autumn program of events

- Updated comms to follow in January

Thank you

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