

# UK UNIVERSITY SEARCH EVENTS

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The Essential Events For Higher Education Options

2017 - 2018



## Autumn Fairs

- 22nd September – Ashton Gate (Bristol)
- 29th September – Emirates Stadium (London)
- 5th October – Etihad Stadium (Manchester)
- 6th October Elland Road (Leeds)
- 19th October Edgbaston Stadium (Birmingham)

## Spring Fairs

- 7th February – Etihad Stadium (Manchester)
- 2nd March – Emirates Stadium (London)
- 9th March – King Power Stadium (Leicester)

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# Why Exhibit at UK University Search Events?

UK University Search fairs are an exciting and inspirational way for students to choose which university or higher education institution they would like to apply to.

Detailed research conducted with colleges and 6th forms across the UK has led us to create fairs which specifically cater for the needs of this demographic. UK University Search fairs are specifically designed to be student orientated. Throughout the day there will be a series of university seminars, interactive displays and students will be given informative guides and free useful gifts. Our events provide attendees with the opportunity to speak to a range of exhibitors, giving students the best chance to make their next decision the correct one. The fairs are for students of all educational ability ranges, including the highest academic achievers. We will also cater for coordinators looking to widen participation.

## Previous events

Our events in 2016/17 represented an overwhelming success, with just under 19,000 students attending across three cities. We have seen a considerable increase in the amount of students and exhibitors across our Autumn and Spring events. Having run these events successfully over the last two academic years, they are now firmly recognised and established with schools and colleges. We were delighted to see a huge amount of

attendees at each of these events. As a result, we have consistently increased the amount of space taken at each location, and regularly research new options available to us. Recruitment of students didn't necessarily fall within the operated city, with many traveling upwards of 100 miles to attend a UK University Search event.

We pride ourselves on the reputation we have for putting on engaging, exciting and informative events and our proven track record.



## Who are our visitors?



A diverse range of students attending in groups directly with their schools and colleges



Individual students attending independently

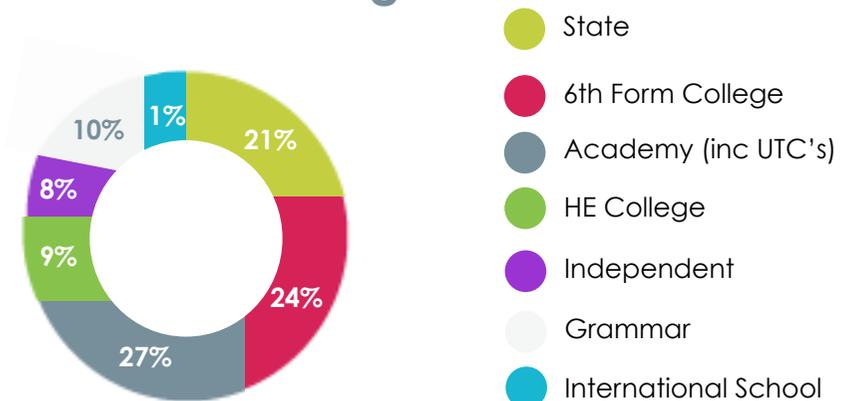


Heads of 6th Forms, Careers/UCAS Coordinators come along with students on the day to help with the decision making



Many student's will come along with their Parents or Guardians on the day

## Schools Attending



# Why Attendees Choose Our Fairs?

## University Seminars



We hold an extensive range of seminars throughout the day, offering vital advice and guidance to students. These include UCAS personal statement, student finance and our university panel discussions. Each seminar will end with a Q&A to allow students the opportunity to ask questions directly to the universities.

## Free Brochure and Calendar



Each attendee will receive a free brochure, which contains vital information about their next steps in Higher Education. Students will also receive a free A1 academic wall calendar, which will contain important dates such as UCAS application deadline, Clearing and University Open days.



## Teachers Lounge

Teachers are provided with their own area where they can relax and network with other schools and exhibitors.

## Venues



UK University Search has always looked to host events at inspirational venues, providing an exciting back drop for our HE fairs. We will continue using the Emirates Stadium, Etihad Stadium and Edgbaston Stadium in 2017/18. We are delighted to be visiting Ashton Gate, Elland Road and the King Power Stadium in Bristol, Leeds and Leicester respectively for the first time in the next academic year. All of our venues offer a great space for both students and exhibitors.

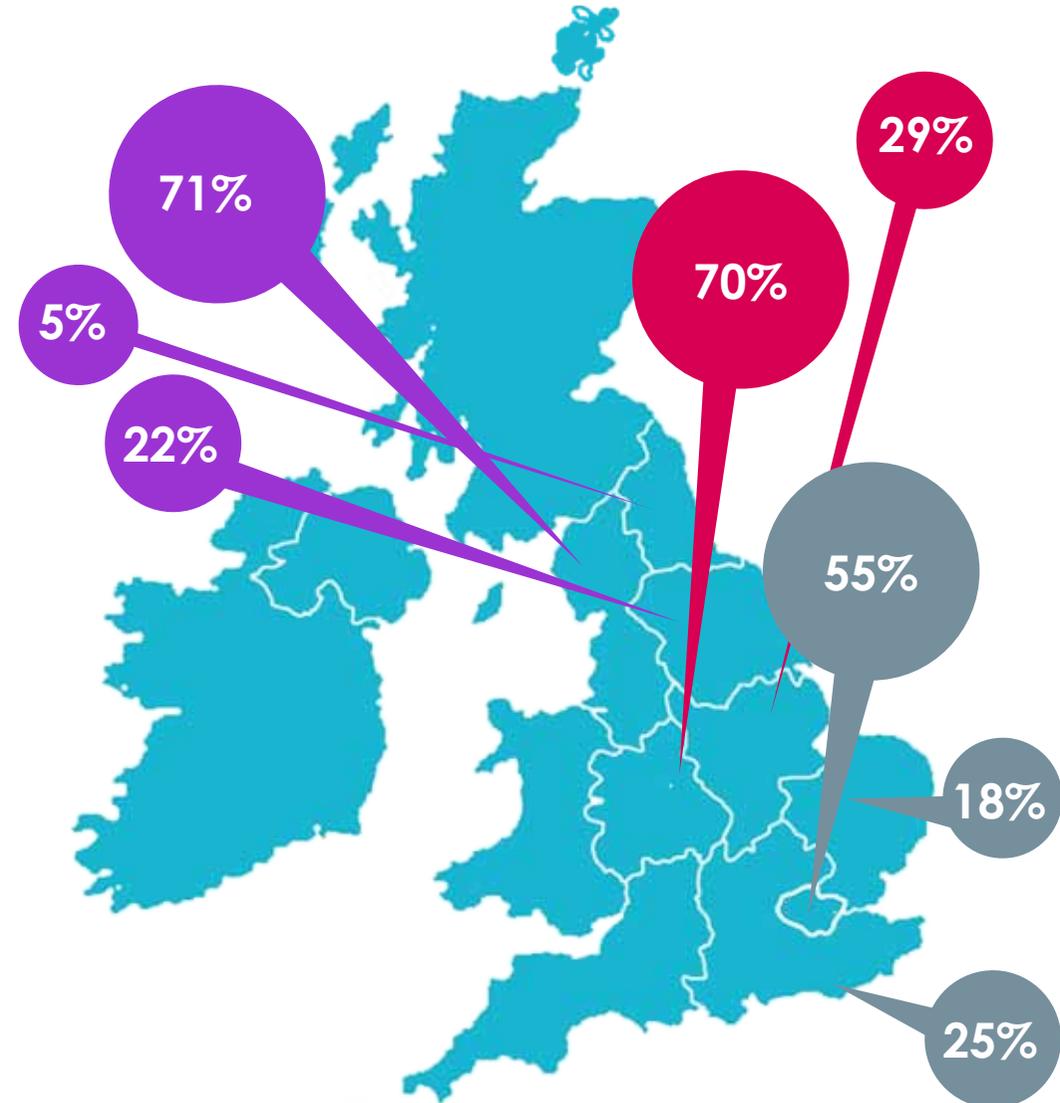
# How we Recruit Students to Our Events?

UK University Search has a network of over 3,800 6th form heads and coordinators across the UK that we connect with regularly, and promote the events to directly. We have been working with coordinators for over ten years through our sister company Student & Graduate Publishing, which has enabled us to deliver strong recruitment numbers from our first event onwards. We involve teachers and coordinators in helping us to put together events. The fairs' formats have been designed in consultation with 6th Form Heads and UCAS coordinators/Careers coordinators across the UK.

We also recruit via social media, via emails to our database of students, letter campaigns and key partners such as Milkround.



## Recruitment Statistics



### Manchester Events

North West 71%  
Yorkshire Humber 22%  
North East 5%

### Birmingham Events

West Midlands 70%  
East Midlands 29%

### London Events

London 55%  
South East 25%  
East of England 18%

# Event Pricing

## Autumn Fairs

- 22nd September –  
**Ashton Gate (Bristol)**
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## Extra

### Event Brochure Advertisement

The handy sized event brochure contains articles and guides which impart vital information for any student heading to university. Once the fair has taken place, the brochure is sent in a digital format to every college and 6th Form across the country. This is then placed on their college/school intranet/moodle systems for students to read in their own time. By sending the brochure to all Colleges/6th forms in the country it allows it to be viewed by those students who were unable to attend our events.

- Autumn Fairs
  - Single page = **£900**
  - Double page spread = **£1,200**
- Spring Fairs
  - Single page = **£600**
  - Double page spread = **£900**

### A1 Calendar Banner Ad

The A1 sized Academic Year calendar provides exhibitors with the opportunity to promote their open days for the entire year. The calendars are given to every attending student and to every teacher/coordinator to put up in their schools/colleges. There are a number of advertisement positions available around the edge, giving universities an annual presence in colleges and 6th forms around the country.

- Autumn Fairs
  - Single page = **£300**
  - Double page spread = **£500**
- Spring Fairs
  - Single page = **£250**
  - Double page spread = **£400**

### Mailouts

If you would like to reach out to students who attended one or a number of the events, we do offer the opportunity to send a solus email. For more information and costs, please make an enquiry.

## Event packages

One event    Three events    Five events    Seven or Eight events

**£1,300**

**£1,100  
each**

**£900  
each**

**£800  
each**

## Additional Options

We hold seminars throughout the day. These seminars include Student Finance, How to write your personal statement, Life at university and Panel seminar. It is your opportunity to address over 200 students directly. Below are the costs per event.

- Main Seminar = **£700**
- Panel Seminar (London only) = **£300**

# What Schools and Exhibitors had to Say?

“For 2017 and 2018 entry, we have attended 3 events organised through UK University Search. All of the events have been very busy & well organised and held in iconic venues across the country. These events have enabled us to meet a wider range of interested students and taking part in a panel of university staff for a Q&A session provided a further opportunity to promote our university. I am sure that we will be supporting the fairs in future recruitment cycles.”

Chris Prescott - Liverpool John Moores University

“De Montfort University had the pleasure of attending the UK University Search events in London, Manchester and Birmingham in the autumn. All were in professional venues at high profile sports stadiums allowing easy logistics and excellent facilities. The exhibition space itself is always slick and a broad selection of universities and related establishments are in attendance. The flow and quality of students are both strong with attendance paced through the day to allow continual busy but not manic footfall. A suite of presentations take place through the day which are well promoted and attended. The data capture processes put in place by UK University Search allow fast and easy capture of data following an interaction and data is sent swiftly and accurately after the event. Well worth attending and good value for money.”

Jamie Bradford - De Montfort University



“The event was outstanding – the students found it all really informative and teachers enjoyed it too! Will certainly come to any future events.”

Stefan O’Gorman – Head of Sixth Form – William Morris Sixth Form

“The whole exhibiting experience with UK University Search is excellent, from their client management, event organisation, hospitality, venue choices and support that they provide. It is great to see the events growing year on year, yet still incorporating a personal feel and providing the ability to engage with well-informed students from many of our key feeders. A highly regarded organisation and one whose events that now sit firmly within our recruitment strategy.”

James Brook - Manchester Metropolitan University

“Students found the event very helpful. I am extremely likely to bring students in the future.”

Stefania Caria – Lambeth College

“Thank you for all of your help organising the event. There are now a number of our students who are now considering going to uni who hadn't even thought it would be possible so thank you.”

Danielle Mcleavy – Head of Sixth Form Energy Coast UTC

“It has been great to work again with colleagues at UK University Search to widen our regional domestic recruitment activity. The 5 events we have exhibited at this cycle have helped us to generate over 2,000 undergraduate enquiries for courses starting in 2017 and 2018 and we look forward to supporting this growing network of fairs throughout the coming recruitment year.”

Fred Binley - University of Southampton