

# UK UNIVERSITY & APPRENTICESHIP SEARCH EVENTS

[www.ukuniversitysearch.com](http://www.ukuniversitysearch.com)



The Essential Events For Students

2018 - 2019

Event Sponsor

**milkround** **SCHOOL LEAVERS**

Search and apply for apprenticeships and School/  
College leaver schemes

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# Why Exhibit at UK University and Apprenticeship Search Fairs?

UK University and Apprenticeship Search fairs are a valuable and effective way for organisations to engage with students aged 15 -19 who are making decisions about their next steps.

The fairs provide information on the wide range of opportunities available to young people at the crucial stages in their decision making process. The events create the platform for exhibitors to meet large numbers of students, promote their institution and obtain their details to stay in contact with prospective new applicants. Tens of thousands of young people visit our fairs each year, with the understanding that these events will provide information on opportunities relevant to them.

## Previous events

In 2017/18 we added three additional events to our calendar, visiting Bristol, Leeds and Leicester for the first time. It was fantastic to be able to engage with students in three different cities, and many of the surrounding areas. Across eight events we had over 27,000 students walk through the doors, with a strong increase in the amount of exhibitors at each event. All of our existing events saw a significant rise in student numbers, which indicates a strong increase in understanding and awareness of our fairs.

We pride ourselves on our growing reputation for delivering engaging, exciting and informative events for all our attendees.



## 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



- 29% Academy (inc UTC's)
- 24% 6th Form College
- 23% State
- 10% HE College
- 8% Independent
- 5% Grammar
- 1% International School

# Why Attendees Choose Our Fairs?

## Seminars



An extensive range of seminars are hosted throughout the day. These focus on topics that are important to young people, and include information on both Apprenticeships and Higher Education.

## Free Brochure and Calendar



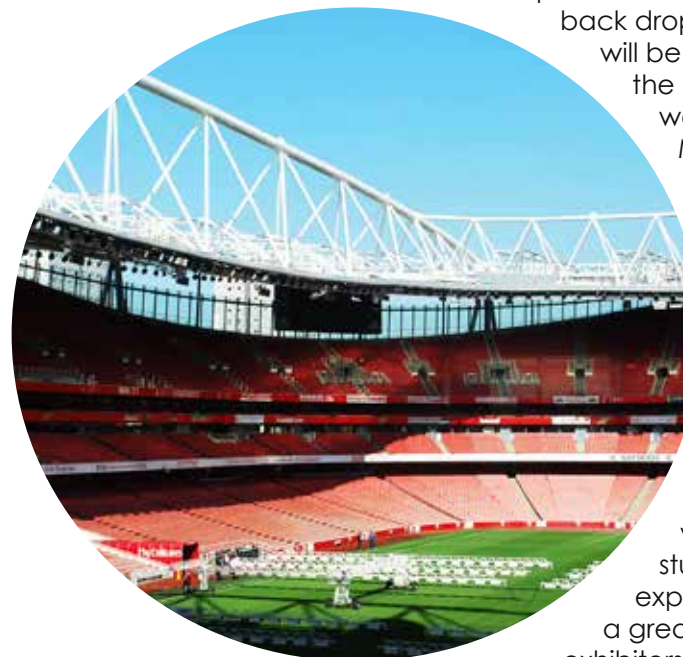
Each attendee will receive a free brochure, which contains vital information about their next steps. Students will also receive a free A1 academic wall calendar, which contains important dates.



## Teachers Lounge

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

## Venues



UK University Search continues to host events at inspirational venues, providing an exciting back drop for our fairs. In 2018/19 we will be returning to a large majority of the venues we visited last year, but we have changed our Manchester venue to the newly refurbished Old Trafford stadium, due to an increase in student numbers. We are delighted to visit Anfield, St James' Park, and Arena MK in Liverpool, Newcastle and Milton Keynes respectively. We have also added our first ever campus based event at Sheffield Hallam University, which should give attending students a completely different experience. 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 5,200 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, emails to our database of students, letter campaigns and key partners such as Milkround.



# Event Dates 2018 - 2019



## Autumn

- 21st September 2018 – Edgbaston Stadium (Birmingham)
- 28th September 2018 – Emirates Stadium (London)
- 5th October 2018 – Old Trafford (Manchester)
- 9th October 2018 – Anfield (Liverpool)
- 10th October 2018 – Sheffield Hallam University (Sheffield)
- 11th October 2018 – Ashton Gate (Bristol)
- 18th October 2018 – St James' Park (Newcastle)



## Spring

- 8th February 2019 – Old Trafford (Manchester)
- 1st March 2019 – Emirates Stadium (London)
- 8th March 2019 – Arena MK (Milton Keynes)
- 15th March 2019 – King Power Stadium (Leicester)
- 22nd March 2019 – Elland Road (Leeds)

# Event Pricing

## Discounted event packages

One or Two events

£1,300  
each

Three or Four events

£1,100  
each

Five or Six events

£900  
each

Seven or Eight events

£800  
each

Nine or Ten events

£750  
each

Eleven or Twelve events

£700  
each

\*All packages will have VAT added at an additional 20%

Please contact your account manager to discuss packages in further detail.

## Additional Options

We hold seminars throughout the day. These seminars include 'Why take an apprenticeship' and 'Higher and degree apprenticeships'. It is your opportunity to address over 200 students directly.

- Seminar = **£500**



## Extra

### Event Brochure Advertisement

The handy sized event brochure contains articles and guides which impart vital information for any student looking into higher education or an apprenticeship. Once the fair has taken place, the brochure is sent in a digital format to every college and 6th Form across the country. This can be 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 school/college. There are a number of advertisement positions available around the edge, giving exhibitors 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, please find more information in our mailout pdf which will be attached separately.



# What Schools and Exhibitors had to Say?

“UK University Search have run excellent events in 2018. Our university has attended all three Spring events and have had great experiences at all. The team always make an effort to make us feel welcome and to get to know us, which has made a really good impression. The students are always keen and ask lots of questions (despite attending an event in great venues such as top football stadiums!) and they are a great way to meet current students.”

Katharine Knight - City, University of London

“I found this to be a very well organised event and there was a constant flow of students from start to finish. I also felt that it was pitched at the right level of students; they appeared to have a good idea of what they were looking for, were engaged, and had prepared some good questions.”

Emily Cupi – Saffery Champness LLP

“We had a brilliant day with lots of engagement from a wide range of students and we also had a lot of interest from other schools /colleges for us to come and speak specifically to their students about Nestle.”

Lizzie Hendon – Nestle

“This is the first time we have attended an event from UK University Search and we will definitely be coming to many more in the future. The event is expertly organised from the initial booking to attending on the day and we appreciate the extra space for stands and on-site parking arrangements. There was a constant flow of students throughout the day who were interested in studying at university from a wide catchment area so was worthwhile attending.”

Radford Hudson - University Centre Peterborough



“I just wanted to say how much our pupils enjoyed the Leicester fair on Friday and how well organised my colleague and I thought it was. I was very impressed by all the staff who organised the fair, they got us in with the minimum of fuss and kept people moving between the talks in a well organised manner. We also appreciated the teacher's escape lounge!”

Charlotte King – Pitsford School – Leicester

“Year on year we have had consistently excellent service and communication from UK University Search. The events have been successful, with good numbers of students who are well prepared and keen to engage with exhibitors. Post-event data is also timely and easy to use.”

Jonathan Atkinson – University of Liverpool

“Having attended the UK University Search events in Manchester & London, I can without doubt say that was one of the most exciting careers events I have been to in recent memory. The events being held in football stadiums created a huge amount of excitement among the students which led to engaging conversations throughout both days. They were extremely well attended event & students I spoke to were interested in learning more about the degree apprenticeships Capgemini are famous for.”

Mike Procter - Capgemini UK