

UCAS

>

CONFERENCES 07/08

marketing  
opportunities

# This is a fantastic opportunity to get involved and be part of our events

UCAS has a well-established reputation for producing first-class conferences that hold a firm foundation within the education calendar.

Aimed at higher education professionals, teachers and careers advisers within schools and colleges, and those involved in admissions in higher education institutions, these events provide impartial, intelligent and practical guidance from high-level speakers, aiding the progression of students through the application process into higher education and beyond.

As a key player producing conferences within education, we can offer you a direct marketing channel to enable your organization to talk to these key influences in schools, colleges and higher education.

## **MARKETING OPPORTUNITIES**

From stand presence and pre-event marketing, through to inserts in delegate bags, we can create unique marketing opportunities to help reach your audience and support your organisation's wider marketing objective through increased product awareness and enhanced product and corporate image.

Our events also offer you, as an exhibitor or sponsor, an unrivalled platform to engage with your target audience in a face-to-face environment, through various channels.

## **BENEFITS**

- Providing a unique opportunity to reach teachers, careers advisers and those involved in admissions.
- Providing a powerful and cost-effective way to communicate your message directly to key influencers in schools, colleges and higher education.
- Raising the profile of your organisation.
- Building a close association with a prestigious event and the UCAS brand.
- Gaining a competitive advantage and differentiating yourself from the competition.
- Creating awareness, building relationships and developing face-to-face contacts.
- Generating leads to build your own marketing database.
- Giving brand exposure – providing an ideal opportunity to promote and grow your organisation's brand.

### AIMED AT TEACHERS AND ADVISERS WITHIN SCHOOLS AND COLLEGES:

#### GETTING INTO HE

This event will offer the audience of around 150 teachers, advisers and careers officers an opportunity to explore the whole application procedure, from the start of the route looking at the decision making process and preparation, through to both the practical aspects of making an application, and the wider issues relating to higher education admissions. This event will take place in London, Scotland and Northern Ireland.

#### CURRICULUM 08

A two-day residential conference for teachers and advisers focusing on the curriculum reforms and their impact on the frontline services within schools, FE and HE.

#### PROGRESSION TO LAW

Providing expert advice for those advising students on entry to higher education within law.

### AIMED AT HIGHER EDUCATION PERSONNEL:

#### INTERNATIONAL ADMISSIONS CONFERENCE

This two-day event is aimed at those involved in international recruitment and admissions, including international marketing and admissions officers and senior managers within HEIs, and will provide a mixture of keynote sessions, workshops and panel discussions on the issues relating to the recruitment of students from overseas and the retention of skilled graduates within the UK.

#### ADMISSIONS CONFERENCE

A three-day annual residential event for all those involved in recruitment, admissions and marketing within higher education. This event attracts an audience of around 300 delegates.

#### EUROPEAN MARKETING AND RECRUITMENT

As EU applications to UK institutions continue to increase, this two-day programme, to be held within an EU member country, will focus on marketing opportunities, examine growth and recruitment trends and provide an opportunity to develop partnership links with European institutions and schools.

## OPPORTUNITIES

### Headline sponsorship **£6,000 + VAT**

UCAS is a recognised and respected brand within the HE marketplace, and one that offers value-added 'prestige'. Headline sponsorship presents the chance to work in partnership with UCAS throughout the event. This would include all the opportunities listed below plus:

- Joint branding of the conference programme and website, including your logo (as the main sponsor);
- Acknowledgement on all event materials included in on-site production;
- An opportunity to input information into the conference programme and provide speakers to deliver workshops (where applicable).

### Flyer in postal mailing **£1,000 + VAT**

Your flyer will reach a targeted audience of over five thousand schools, colleges and careers organisations or 320 HE institutions. Production of flyer managed by sponsor.

### Colour editorial or advert in the conference programme and on the conference website

**Full page** **£1,000 + VAT**

**Half-page** **£750 + VAT**

**Quarter-page** **£500 + VAT**

Programme (and conference website) marketed to over five thousand schools, colleges and careers organisations or 320 HE institutions, via postal and email mailings.

### Exhibition stand at conference **£1,500 + VAT**

Includes two exhibitor passes: refreshments, lunch and admission to sessions. Space only stand including table and two chairs.

### Inserting material into the delegate bags **£400 + VAT**

Flyers or advertising materials to be inserted into delegate bags at the event. Production managed by sponsor.

**Please contact us if you are interested  
in any of these opportunities**

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