



CONFERENCES AND
SUBJECT-SPECIFIC
EVENTS 2006/7

commercial 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 organisation to talk to these key influencers 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 you 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 differentiate yourself from the competition.
- Creating awareness, build relationships and develop 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.

The 2006/7 programme comprises the following conferences aimed at teachers, advisers and those involved in university admissions.

GETTING INTO HE

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

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 higher education institutions. It 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.

PROGRESSION TO HEALTHCARE

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

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.

PROGRESSION TO EMPLOYMENT

This event will focus on recruitment following higher education and will attract an audience of key graduate employers and HR professionals.

HE... AND THEN WHAT?

This one-day event will provide teachers, advisers, careers officers and university staff with information and advice about progression into, through and beyond higher education within law, science and engineering, and business and finance.

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 as listed below plus joint branding of the conference programme, including your logo (as the main sponsor) on the front cover and indented to the header/footer of each page. Acknowledgement on all event materials included in on-site production.

Flyer in postal mailing to reach a targeted audience of over

5,000 schools, colleges and careers organisations

£1,000 + VAT

Production of flyer managed by sponsor.

Colour editorial or advert in the conference programme

Full-page

£1,000 + VAT

Half-page

£750 + VAT

Quarter-page

£500 + VAT

Programme marketed via postal and email mailings and the internet.

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 bags. Production managed by sponsor.

SUBJECT-SPECIFIC EXHIBITIONS

As well as conferences, we can also provide sponsorship and marketing opportunities at our subject-specific exhibitions, which are aimed at students aged between 16 and 19. The events attract a total of around 20,000 students from around the UK.

Design your future

These events (held in London, Coventry and Manchester) attract an audience of 15,000 art, design and media students.

Compose your future

This event, held in Coventry, attracts a large audience of students with an interest in higher education studies in dance, drama, performing arts and music.

Examine your future

These events, held in London and Manchester, are aimed at students interested in going into higher education within medicine and healthcare.

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

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