

MARKETING YOUR BUSINESS AT CONFERENCES

REACHING TEACHERS AND ADVISERS AT UCAS CONFERENCES

Because we're the avenue to higher education for over a million students each year, UCAS is trusted as the authority for the UK's teachers, advisers, and higher education professionals who want expert advice and practical guidance. Our conferences and events give them the tools they need to help their students progress, which gives you the opportunity to directly target these key influencers.

FACE-TO-FACE CONTACT

Nothing beats the personal touch. Choose from a variety of cost-effective options that allow you to interact directly with your audience and build relationships face-to-face:

- sponsor or co-sponsor conferences
- secure exhibition space
- sponsor workshops
- sponsor social events
- include inserts within conference delegate packs.

We also offer bespoke marketing packages to suit your needs.

TARGETED, COST-EFFECTIVE EVENTS

Our events allow you to target exactly the people you want to reach. Our current schedule features conferences that target a range of professionals including:

Getting into HE – one-day conference (in three locations: London, Stirling and Belfast)
Teachers, careers advisers and those involved in helping students applying to higher education benefit from this highly interactive event, which focuses on providing information on UCAS systems and procedures, the application process and admissions system.

Getting into Competitive Subjects – one-day conference
Aimed at those involved in helping students applying to higher education. Delegates discuss competitive subjects: English, law, medicine, psychology and business. Other areas of interest covered will include differentiation, unit grades and admissions tests.

The Admissions Conference – three-day residential conference aimed at higher education staff (key decision makers)

Aimed at all those involved in recruitment, admissions and access within higher education.



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The Annual Teachers' and Advisers' Conference – two-day residential conference

For teachers and advisers at schools, sixth forms, further education colleges and in guidance services.

Covers current developments in qualifications and progression routes, as well as the broader issues of progression to HE, the utility of qualifications as predictors for success, fair admissions, the UCAS Tariff, admissions tests, and structural changes to the admissions process.

Art and Design Teachers and Advisers – two-hour seminar

Those advising students on admissions into higher education in art and design will benefit from this short seminar, which expands on delegates' existing knowledge, and offers a basic understanding for beginners, of the subject characteristics that shape applications. The programme includes a discussion on interview and selection criteria and e-portfolios.

A RENOWNED BRAND

Associate your organisation with UCAS and gain from our good reputation for producing prestigious events with informative speakers. You'll benefit not only from the increased exposure, but also from the enhanced product and corporate image associated with being a UCAS partner.

Let our team of marketing professionals help you develop a personalised campaign that will effectively build on your brand and connect with your audience.

To find out more about the marketing event and partnership opportunities available, contact UCAS Media on **01242 544 730** or email us at **events@ucas.ac.uk**

