

MAKE AN IMPACT

A GUIDE FOR EXHIBITORS

You're a seasoned exhibitor with many years' experience under your belt. You know UCAS exhibitions like the back of your hand, and your tried and tested approach works. But if it's time to refresh your presence and increase your footfall, we have some top tips to help.



YOU'VE BOOKED YOUR STAND...

6 MONTHS BEFORE

Start with your strategy

- > What makes you stand out? Identify your achievements.
- > Play with branding – think bright colours and a strong message.
- > Hone your messaging. What should people remember after visiting your stand?
- > Consider your space. Do you want people to sit and linger, or move through quickly?



5 MONTHS BEFORE

Think about look and feel

- > Add height – use rigged hanging banners or flags to grab attention.
- > Plan activities or games to get people talking.
- > Consider virtual or augmented reality to create a buzz.
- > Bring your opportunity to life. Use video to create an 'I'd fit in here' moment.
- > Extend your impact. Consider an eye-catching ad on our website, or a content slot in our visitor emails.



...NOW IT'S TIME TO GET CREATIVE!

3 MONTHS BEFORE

Plan the people



- > Include existing students – peers are more relatable.
- > Train staff and student volunteers. Knowledge is key.
- > Book people who reflect your values. Ensure they're approachable, knowledgeable, and good listeners.

2 MONTHS BEFORE

Promote the experience



- > Plan a simple and relevant competition or giveaway which engages people, both immediately and in the long term.
- > Map out your stand – identify gaps in design while you still have time to make changes.
- > Promote your presence before and during the event on social media using **#CreateLondon** **#CreateManchester** **#UCASexhibition**. Share photos and promote competitions and giveaways.
- > Book our data scanners so you can capture visitor details quickly, and follow up leads easily.

University
of Bolton

Work together



AFTER THE EVENT

- > Extending the conversation beyond the event allows you to start building a relationship with students.
- > Get in touch with your leads as soon as possible after the show. Why not invite them to an open day, to continue telling your story?
- > Don't forget to follow up on any competitions or giveaways – this is a great opportunity to share on social media.
- > Extend your reach. Talk to us about post-event marketing opportunities.



Please note the dates shown here are representative and will vary from event to event

MAKE IT MEMORABLE

Face-to-face marketing at exhibitions is a great opportunity to engage with students considering their next steps on a personal level.

To create the biggest impact, your stand design – and the experience students have on your stand – should be engaging and memorable.

Why not use our top tips to organise a creative planning session with your marketing and outreach teams, as well as some first year students? Together, you can plan a fresh exhibition presence which will draw young people in and leave them with a lasting impression of your brand.

If you're planning something new and exciting for the next exhibition, don't forget to let us know so we can promote it!

Contact us at events@ucas.ac.uk.

