

MAXIMISE OPEN DAY ENGAGEMENT

Planning a series of open days? Engage students early to **boost attendance**, and **maximise conversions**.

Early contact with

150K

prospective students,
up to a year before the
application deadline

Stay front of mind

83K

average page views per
month on UCAS' open
day search

Raise your profile

31%

average open rate for
our email newsletter
gets you results



Overview

Open days are highly influential when it comes to university decision-making. In a UCAS survey, 85% of applicants said that visiting an open day helped them decide where to apply.

Our multi-channel solution gets students engaged with your brand early, as they consider their next steps after the summer break. We'll continue to build your organisation's story through our unique channels, until they've signed up to your open day events.

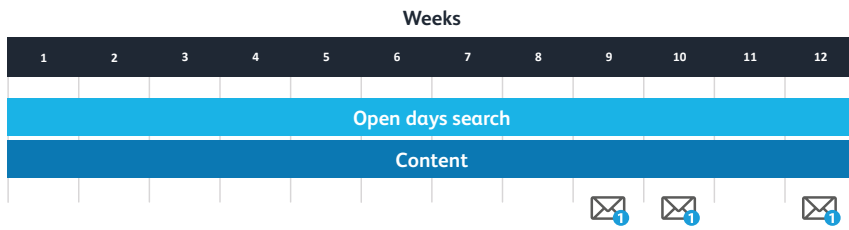
**Want to boost your
open day attendance?**

Call 01242 544 881

ucasmedia@ucas.ac.uk



Our solution



Your display advert in our teacher newsletter

Our open day newsletter is sent to all UK teachers and advisers in either September or March. Your advert will sit alongside our advice, to ensure your brand is front of mind with teachers and advisers – a highly influential group for pre-university applicants. The newsletter is also sent to thousands of parents, who have opted-in to our communications.

Your branded email to prospective students

We'll send your branded email in September or April, to the 5,000 students most likely to apply to your university. Our data scientists will calculate your target audience, based on what they've told us about their subject preferences.

A targeted shared open day newsletter to prospective students

We'll send our open day shared email, including your brand message, to students who want to study in your region of the UK.

Your brand on our open day search

You'll get an eye-catching profile and display advert on our open day search. So, your brand will be one of the first students see as they view their search results.

Your brand on our advice pages

Taking that next step after school or college can be daunting. Our advice pages help students to think about their options, and make informed decisions.

You'll get a month-long tenancy sponsorship on our existing open days 'top tips' page, including video content, and a UCAS-led interview, written by us on your behalf.

Creating impact

We blend audience segmentation, creative consultation, and timing optimisation, to ensure you get the right message to the right students, at the right time.

- 1. Campaign consultation**
Establishing your objectives, identifying your audience, and confirming your order.
- 2. Creative guidance**
Supporting you to optimise your creative, and defining the technical specifications.
- 3. Creative confirmation**
Testing your creative and approval for delivery.
- 4. Timing optimisation**
Confirming segmentation and audience reach, and planning delivery.
- 5. Launch confirmation**
Delivering your campaign, and monitoring performance.
- 6. Success report**
Reporting and analysing performance, and invoicing.

PRICING

Get in touch with our team to find out more.

A 10% discount is available when purchasing all the elements within a package.

Enhanced profile on open day results page	£2,500
Two months' content tenancy on two open day pages ofucas.com	£2,000
Solus email to 5,000 prospective students	£3,000
MPU in adviser and parent newsletters	£1,500
Ad in shared open days newsletter	£1,000

TOTAL COST

£10,000

+VAT



Why UCAS Media?

If you need a partner that can cut through the noise to reach the right students with your recruitment campaigns, speak to UCAS Media. Targeted, early access to students considering university or college, or those who are still looking for their ideal destination, months before anyone else, means we give your message the edge.

Trusted by students and their advisers, 700k applicants use UCAS every year to progress to higher education, and thousands more decide on an alternative route. That puts UCAS Media in the perfect position to support organisations who want to reach students with their recruitment messages.

UCAS Media Limited is a wholly owned subsidiary of UCAS. By working with us, you'll be directly supporting today's and tomorrow's students, because we gift aid our profits back to UCAS, the charity. This reduces the cost of admissions services for students and higher education providers alike.

Want to boost applications for specific subjects or courses?

Call 01242 544 881

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We have a solution for any challenge.

Take a look at our other insight-driven products.



UCAS
Media