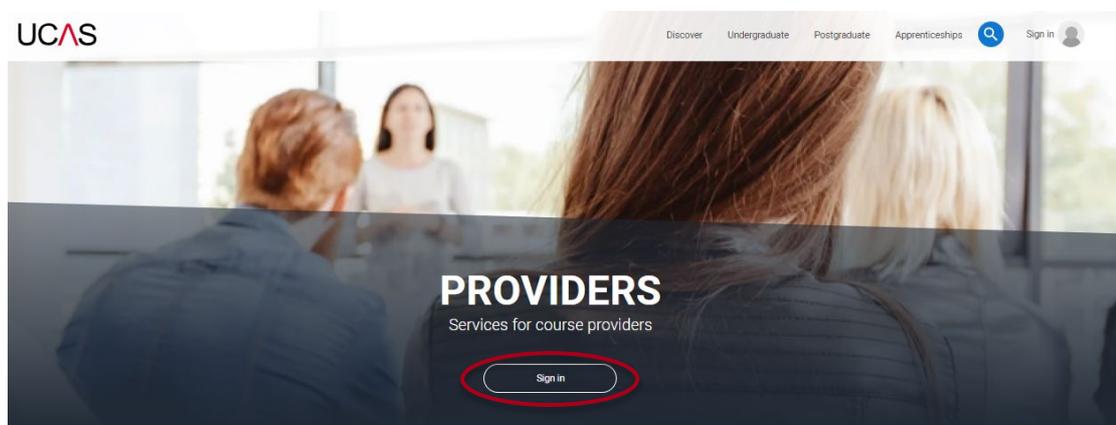


UCAS/Discovery Exhibition Dashboard 2022

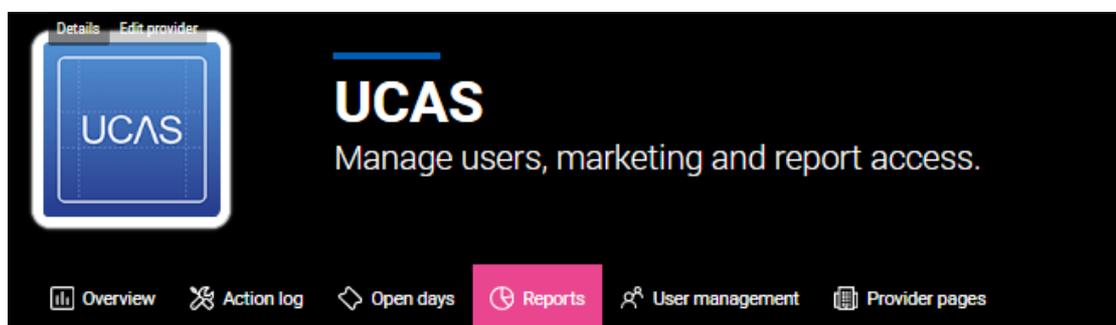
This guide provides details of how to access and use the UCAS/Discovery Exhibitor Dashboard 2022.

How to access your reports on UCAS.com.

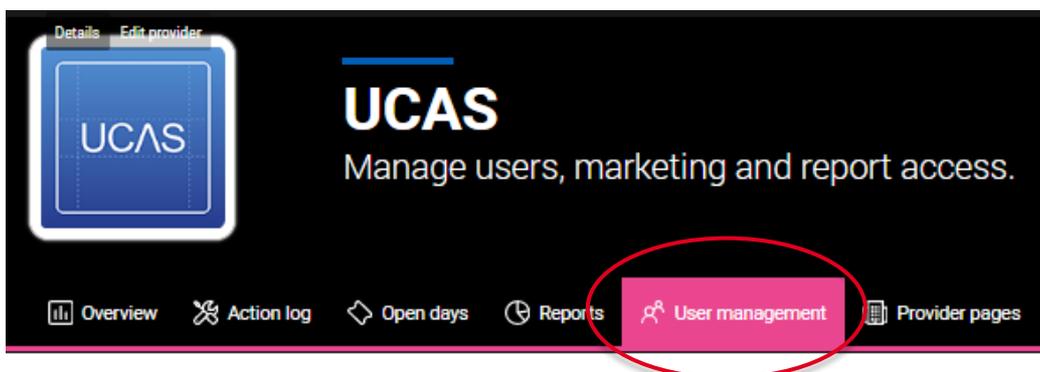
1. You can sign into your UCAS provider account here: www.ucas.com/providers. Click on sign in or set up an account.



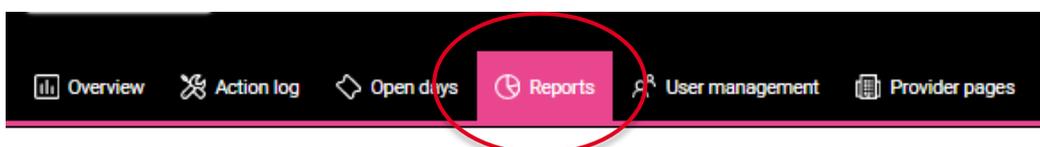
2. You will need to register and validate your email account (if you have not had an account previously). Using the code sent to you. Follow these steps:
 - a. <https://accounts.ucas.com/account/login>
 - b. Register your email and account
 - c. Validate your account
3. Once you have validated your account, you can then navigate your profile.



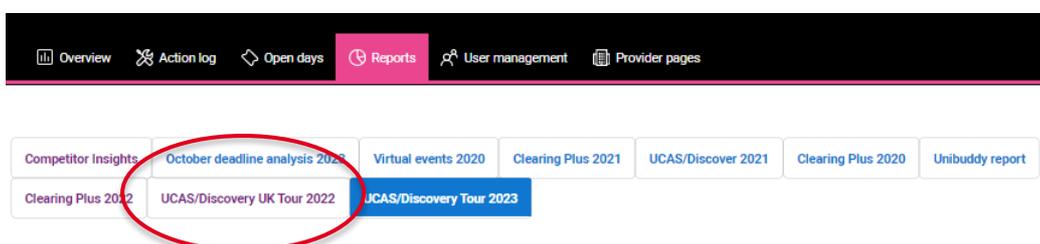
4. If you have admin access, you can manage who can see the reports and leads at your organisation by clicking the **User management...** quick link.



5. To view the UCAS Discovery dashboard 2022 report, click on reports.

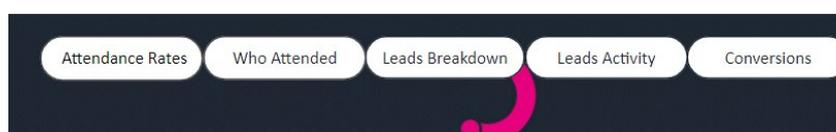


6. Then click on the report for **UCAS/Discovery UK Tour 2022**. You can also navigate to other reports from here.



Navigating the dashboard

1. Use tabs in the top right corner of the screen, to navigate the dashboard sections.



The Attendance Rates and Who Attended tabs are available for all exhibitors.

The Leads Breakdown, Leads Activity and Conversion tabs are available to exhibitors who used UCAS Smart Lead app for scanning at events.

Attendance Rates

View attendance stats for each exhibition and filter by event and attendee type

The screenshot shows a dashboard for 'Attendance Rates'. On the left, there are two filter sections: 'Select event type' with options 'Select all', 'Campus', and 'Shell'; and 'Select attendee type' with options 'Select all', 'Adviser', 'Parent', and 'Student'. A red arrow points to these filter sections. In the center, there are three summary boxes: a turquoise box for 'Total unique attendees across all events', another turquoise box for 'Average leads across all events', and a black box for 'Average number of exhibitors each lead scanned with' showing the value '3.64'. On the right, a table titled 'Attendees and average leads per event' lists various events with their respective attendee counts and average leads per exhibitor.

| Event | Attendees | Average leads per exhibitor |
|-------------------------------|-----------|-----------------------------|
| Bedfordshire 2022 | 5,060 | 230 |
| Birmingham 2022 | 9,130 | 300 |
| Bristol 2022 | 4,520 | 215 |
| Cambridge 2022 | 1,560 | 65 |
| Cardiff 2022 | 3,790 | 155 |
| Cornwall 2022 | 1,465 | 90 |
| Dorset 2022 | 2,220 | 125 |
| East London 2022 | 4,540 | 195 |
| East Midlands 2022 | 4,365 | 225 |
| Essex 2022 | 3,185 | 120 |
| Exeter 2022 | 5,955 | 250 |
| Farnborough 2022 | 5,510 | 270 |
| Hampshire 2022 | 2,760 | 130 |
| Hereford and Worcester 2022 | 3,055 | 120 |
| Humberside 2022 | 1,670 | 100 |
| Kent 2022 | 4,000 | 125 |
| Lincolnshire 2022 | 2,265 | 125 |
| Liverpool 2022 | 4,090 | 135 |
| London 2022 | 13,525 | 440 |
| Manchester 2022 | 12,180 | 360 |
| Norfolk 2022 | 2,905 | 110 |
| North and West Cumbria 2022 | 645 | 55 |
| North Wales 2022 | 495 | 65 |
| Northern Ireland 2022 | 5,450 | 210 |
| Sheffield 2022 | 3,360 | 140 |
| Staffordshire 2022 | 1,190 | 75 |
| Suffolk 2022 | 1,910 | 90 |
| Sussex 2022 | 3,395 | 135 |
| Tees Valley 2022 | 1,060 | 75 |
| Tyneside 2022 | 3,320 | 135 |
| West and North Yorkshire 2022 | 4,770 | 155 |
| West Wales 2022 | 850 | 90 |

Filter by event and attendee type here, by ticking the boxes of sections you would like to view.

The two turquoise boxes show the total number of attendees and the average number of leads across the event types selected.

The black box shows the average number of exhibitors each attendee scanned with across the selected event types.

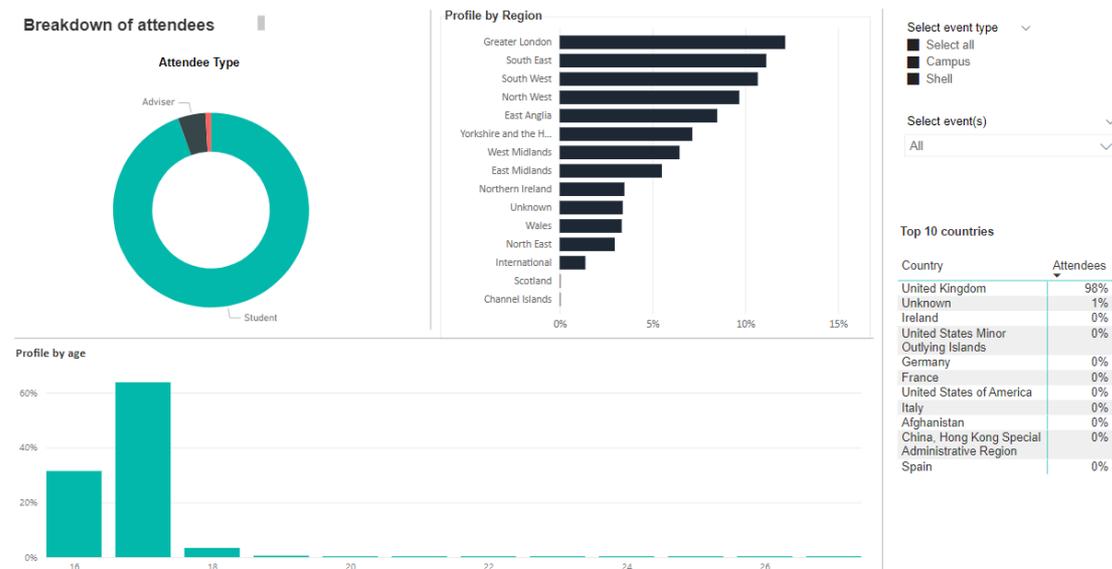
The table on the right shows the total number of attendees (including students, parents and advisers) and an average number of scanned leads at each event.

Who Attended

This tab shows the attendee demographics for exhibitions by:

- Age
- Region
- Type – Student, Parent and Adviser
- Country

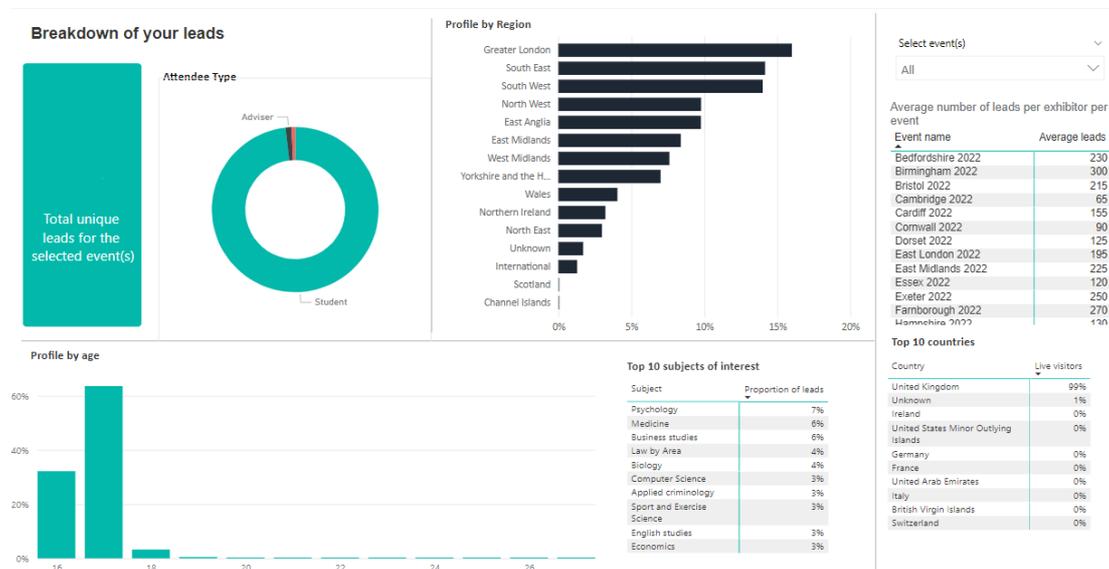
Filtered by event and/or event type.



You can filter by event type here or select one event at a time from the drop-down.

Leads Breakdown

If you have used scanning at our events, you will be able to see more information about the people that scanned with you over the next two tabs.



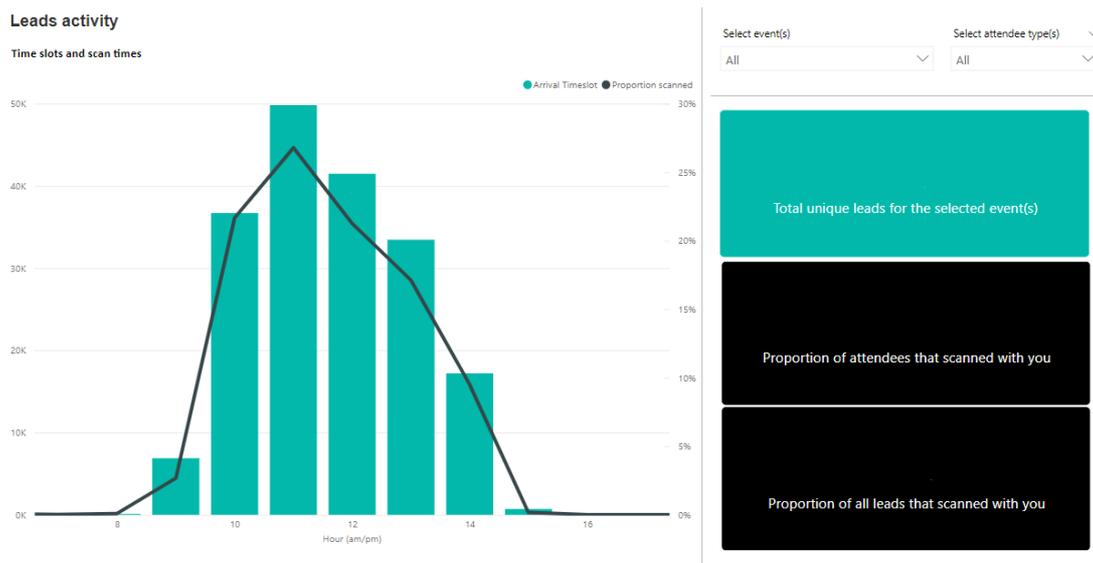
You can filter by event in the drop-down menu here.

You can find the number of scans across the event/s selected.

You will also find a breakdown of age, region, attendee type and country of the people who scanned with you. View the most common subjects students who have scanned with you are interested in.

On the right you can find a table that has the average number of leads per event, so you can easily compare your number of scans with the average scans for each event.

Leads Activity



Filter by event or attendee type in the drop down menu here.

The graph shows the attendees per arrival time slot in turquoise, and the black line shows the number of scans per time session.

The turquoise box shows the number of scans you had for the event/s selected.

The proportion of attendees that scanned with you show the number of leads you received compared to the attended number for each event.

The proportion of leads that scanned with you show the number of leads your received compared to the number of people that scanned with any exhibitor for each event.

Conversions

In this tab you will be able to see the number of people that scanned with you at an event, that then went on to apply to your university.

On the left side of the tab, you can see a breakdown of the applications you received from those who scanned with you, as well as the average applications per event.

Attendee* conversions to 2023 cycle applications
*filtered to student attendees only

XX%
of students applied after attending an event

Average number of conversions per provider, per event, over all events:

XX

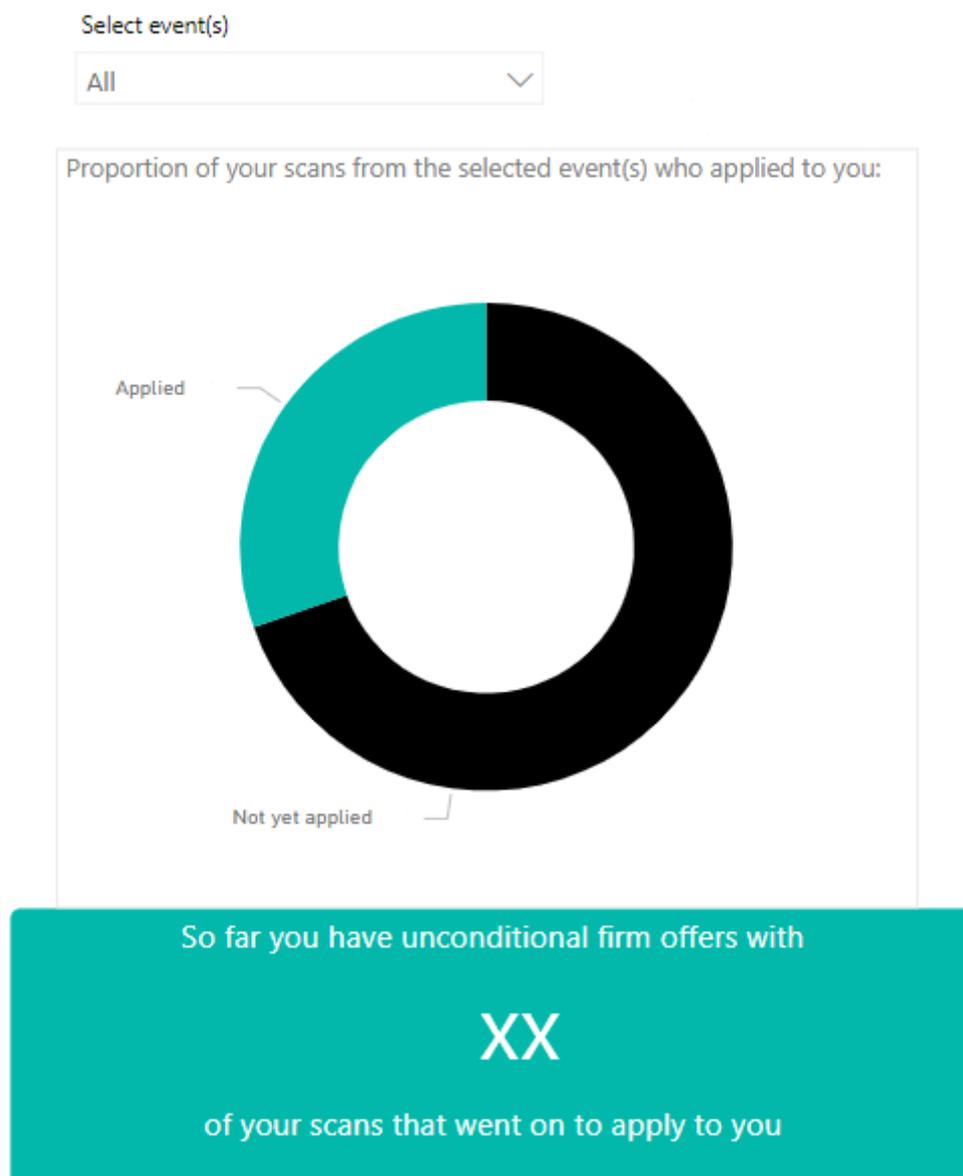
Average conversions per provider vs your conversions

| Event name | Average | Applied to you |
|---|---------|----------------|
| Bedfordshire 2022 | | |
| Birmingham 2022 | | |
| Bristol 2022 | | |
| Cambridge 2022 | | |
| Cardiff 2022 | | |
| Cornwall 2022 | | |
| Dorset 2022 | | |
| East London 2022 | | |
| East Midlands 2022 | | |
| Essex 2022 | | |
| Exeter 2022 | | |
| Farnborough 2022 | | |
| Hampshire 2022 | | |
| Hereford and Worcester 2022 | | |
| Humberside 2022 | | |
| Kent 2022 | | |
| Lincolnshire 2022 | | |
| Liverpool 2022 | | |
| London 2022 | | |
| London Create your future exhibition 2022 | | |
| Manchester 2022 | | |
| Manchester Create your future exhibition 2022 | | |
| Norfolk 2022 | | |
| North and West Cumbria 2022 | | |

In this column, you can see the average number of applications per event

In this column you can see the number of applications you received per event. You can easily compare your applications, with the average as they are side by side.

On the right side of the tab, you can see an overview, with the percentage of your scans which have converted to applications.



You can also see the number of unconditional firm offers you have from your scans from the exhibitions.

We will keep updating the conversions tab until the end of October 2023, to capture all students placed with you, all the way through clearing.

If you have any questions or would like to provide feedback about the dashboard, please email events@ucas.ac.uk.