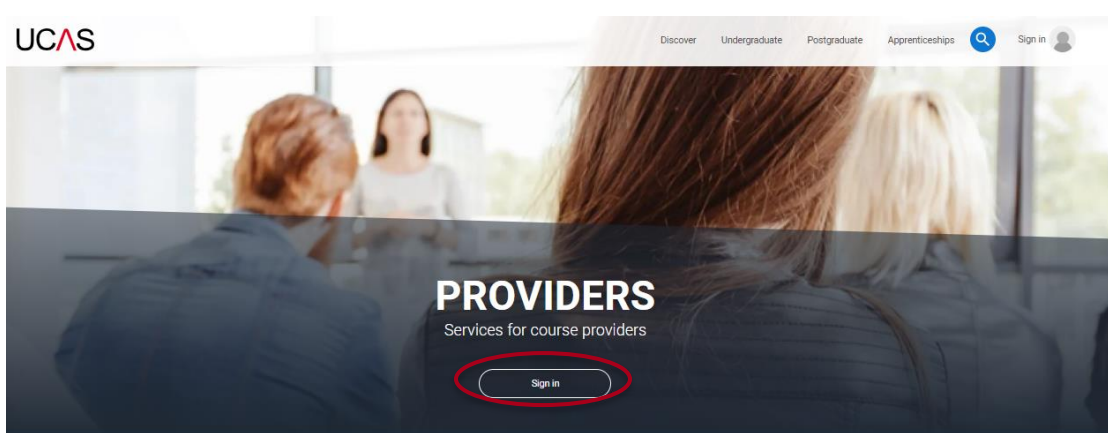


UCAS/Discovery Exhibition Dashboard 2023

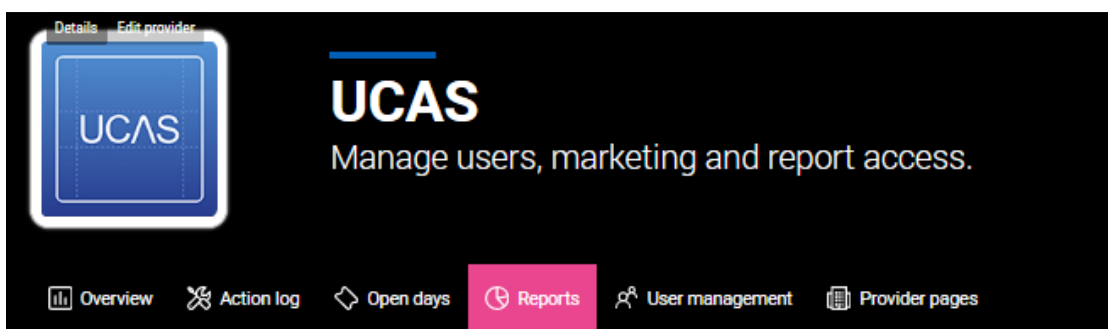
This guide provides details of how to access and use the UCAS/Discovery Exhibitor Dashboard. The dashboard includes both UCAS/Discovery 2023 exhibitions and Create Your Future 2023 exhibitions.

How to access your reports on UCAS.com.

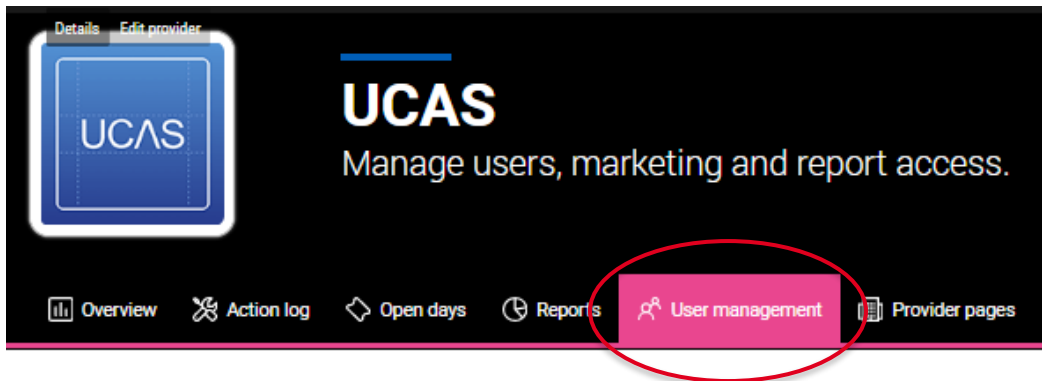
1. You can sign into your UCAS provider account here: www.ucas.com/providers. Click on sign in or set up an account.



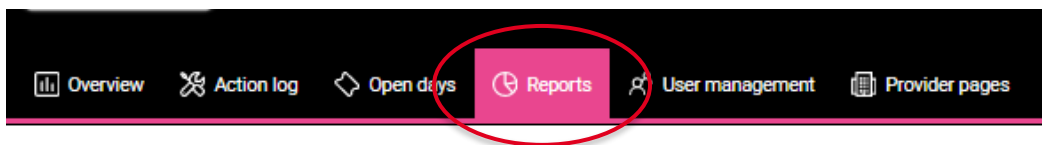
2. You will need to register and validate your email account (if you have not had an account previously). Using the code sent to you. Follow these steps:
 - a. <https://accounts.ucas.com/account/login>
 - b. Register your email and account
 - c. Validate your account
3. Once you have validated your account,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



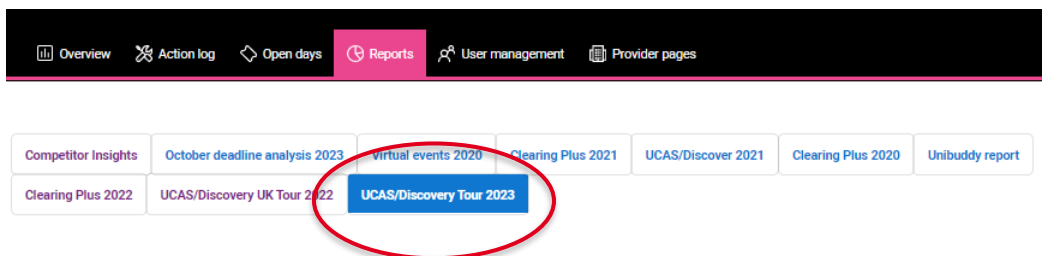
- If you have admin access, you can manage who can see the reports and leads at your organisation by clicking the **User management...** quick link.



- To view the dashboard reports click on reports.

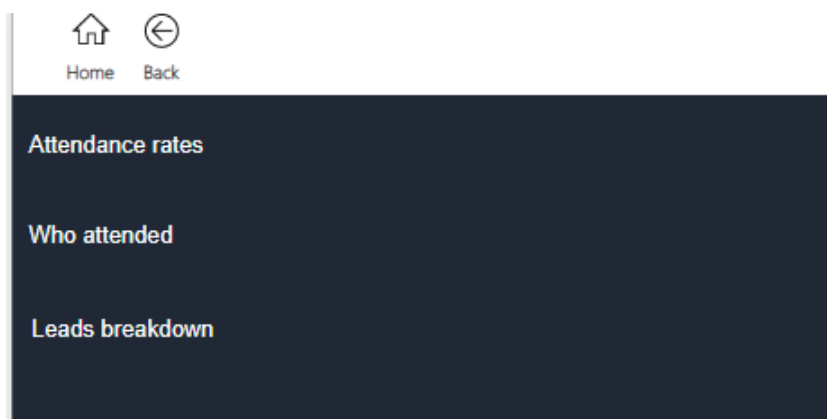


- Then click on the report tab for **UCAS/Discovery UK Tour 2023**. You can also navigate to other reports from here.



Navigating the dashboard

Use the menu in the top left corner of the screen, to navigate the dashboard sections

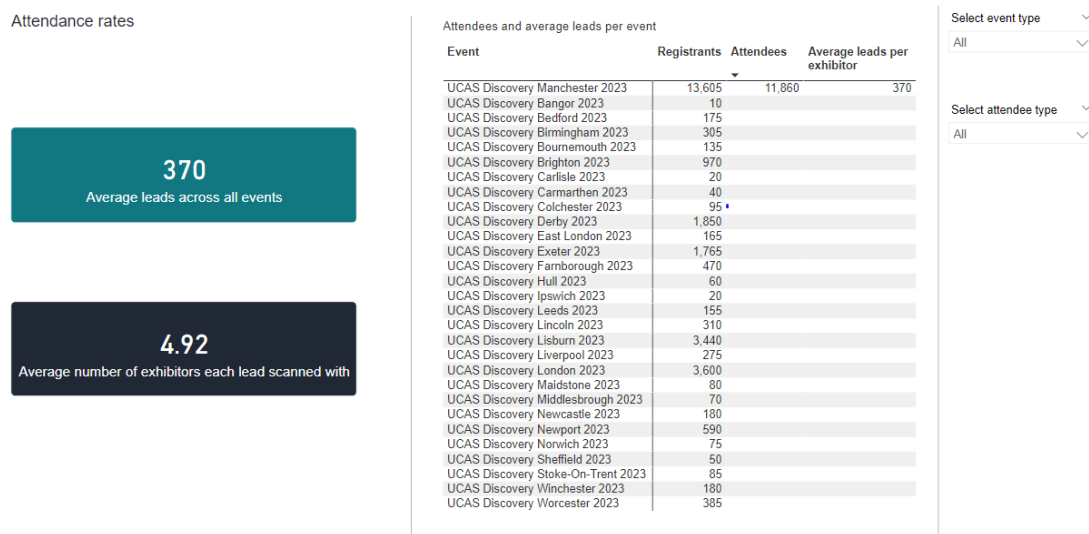


- The Attendance Rates and Who Attended tabs are available for all exhibitors.
- The Leads Breakdown section is available to exhibitors who used UCAS Smart Lead app for scanning at events.
- On the right, you can see the total number of attendees and registrants across all events that have occurred so far.

A screenshot of a dashboard showing two summary cards and two filter dropdowns. The top card is teal and displays '11,860' with the text 'Total unique attendees across all events' below it. The bottom card is dark blue and displays '28,925' with the text 'Total unique registrants across all events' below it. Between the cards are two dropdown menus. The first is labeled 'Select event type' and has 'All' selected. The second is labeled 'Select attendee type' and also has 'All' selected. Two red arrows point from text annotations to the dropdown menus. The first arrow points to the 'Select event type' dropdown with the text 'You can filter by event type (premium, shell, or campus) here'. The second arrow points to the 'Select attendee type' dropdown with the text 'You can filter by attendee type (parent, adviser, or student) here'.

Attendance Rates

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



Filter by event and attendee type here, by selecting the options you would like to view from the drop down.

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

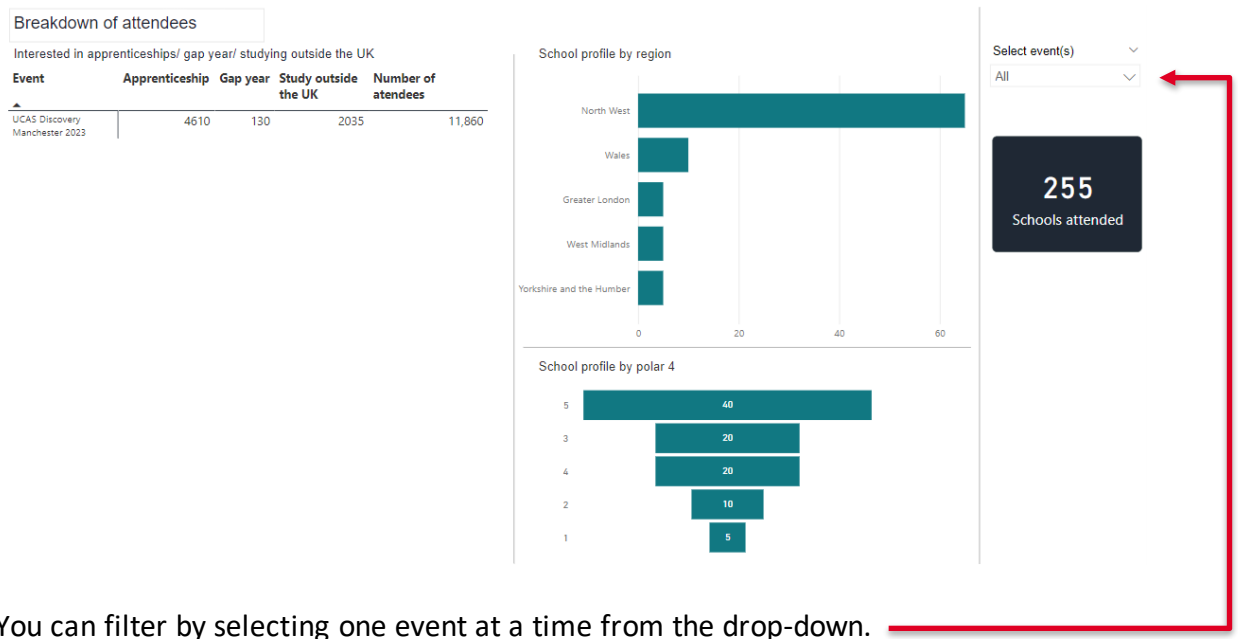
The table on the right shows the total number of registrants, total number of attendees (including students, parents and advisers) and an average number of scanned leads at each event.

Who Attended

This tab shows the attendee demographics for exhibitions by:

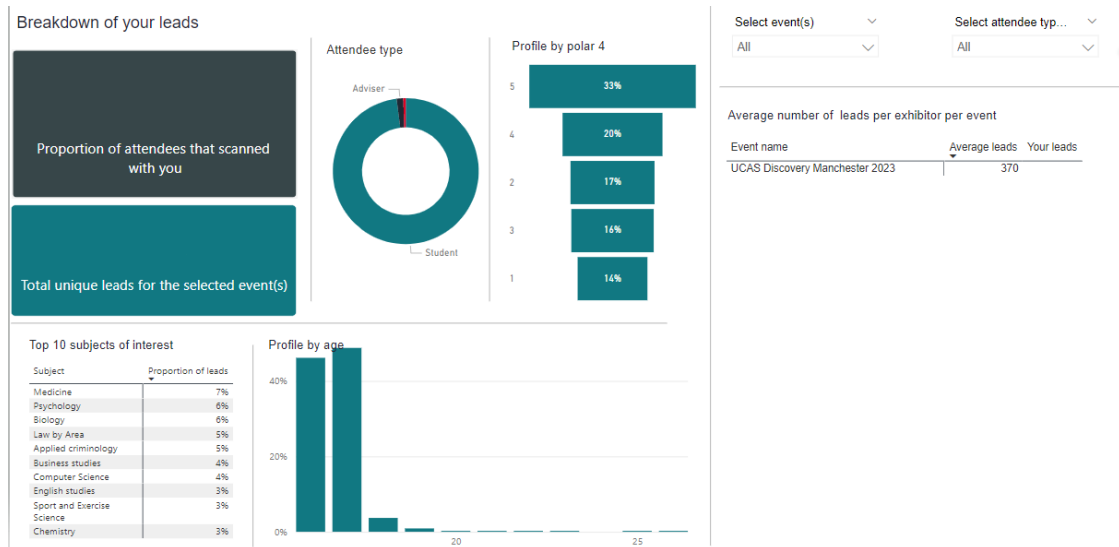
- POLAR
- Region
- Interest in studying apprenticeships/gap year/studying abroad
- Country

Filtered by event.



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 in this section.



You can filter by event or attendee type in the drop-down menus here.

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

You will also find a breakdown of age, attendee type and POLAR 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.

Quarter 1 2024 – measuring success

We will be adding more statistics to your dashboard to help you measure success.

- The number of scans that went on to apply to you.
- The number of placed students that attended events.

Scottish and Create your Future exhibitions will have conversions added from Q1 2025.

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