

2021 service provider meeting notes

1. 2022

Questions and comments following presentation on 2022:

- Can service providers be made aware of any event sponsors in case of any conflicts. For example University of Bedfordshire has a contract with O2, which means they are legally not allowed any other mobile network provider on campus
 - UCAS asked service providers to let us know of any commercial sponsorship deals they have in place that may affect their event
- Can service providers still use signage with the old branding – e.g. external PVC banners that money has previously been invested in, as it would be expensive to buy new ones
 - UCAS advised that these would be looked at on a case by case basis, we want events to take on the Discovery branding as much as possible. We will work with you on the best solution for your event.

2. Working together in 2022

Questions and comments following presentation on working together in 2022:

- Would be useful to see the marketing plan and feed into it.
- Schools that don't turn up – why do they not attend?
 - UCAS is seeking feedback from schools that don't attend our events currently, to try to overcome the barriers
- Competition is increasing, every year more and more companies are setting up events – why should students attend a UCAS event?
 - UCAS is working on promoting how students will get a much broader knowledge and how our events will aid their decision making
- Has UCAS invested in new scanners, or are they the same as in 2019 – scanners can be quite an issue
 - UCAS are using the same scanners, but the issues have been looked at. In particular an issue with a barcode that was causing scanning problems has been eradicated
- Please can UCAS ensure all signage is available bilingually for the Welsh events

- Scanning outside caused issues previously as the scanners weren't picking up barcodes because of sunlight and glare – need to look at that from a venue perspective on an individual basis
 - UCAS will provide information on some of the issues that arise with scanners, and how to overcome them.
- Can service providers use iPads onsite for registration?
 - UCAS has recently steered away from this due to touch points and COVID-19, but will look into if this would be ok for 2022 events
- If a member of the UCAS events team is not onsite at the event, and a school contact needed to be contacted in an event of an emergency, how do we get hold of those contacts if we don't have the registration data?
 - UCAS needs to look into this with our legal team.
- Are there any plans to reduce attendee group sizes if social distancing does come back in?
 - This is relatively straight forward to do and UCAS will have a look to see if we do need to reduce any capacities

3. Event leads breakout rooms

Feedback from breakout room discussions:

- Can we have some information on attendance – how far do schools come from? Which schools in area haven't previously attended?
- Can we still do campus and accommodation tours?
- Want to work on driving up attendance numbers
- Can we have logins to view visitor bookings early on?
- What are the most popular talks at events?
- Idea for personal statements presentation – half presented by an expert and half presented by a student ambassador talking about their own experience
- Applying to UCAS talk – will this be presented by UCAS? If not, does it count towards 50% of provider lead content?
- Have UCAS got any contingency funding to offset any spending by service provider if the event is cancelled due to Covid-19
 - UCAS don't have any funding in place at the moment, but will take this back to the business and come back to you in early January.

4. What combined learnings do we need to consider from running Covid safe events?

Feedback from breakout room discussions:

- Self-guided tours at campus open days – so that attendees can stay in bubbles
- Proof of lateral flow to enter accommodation
- Recommend to attendees not to bring so many guests with them on campus open days

- Pre-event communications – make sure the messages are clear
- Self check-in prior to attending – to minimise queues and contact on arrival
- Use of outdoor spaces for registration, weather permitting
- One-way systems
- Sanitation stations
- Balance between Covid measures and visitor experience
- Keep up to date with Covid rules
- Are we allowed to ask our own event staff for covid passports?
- 'The Purple Guide' – includes some good Covid guidance
- Can we see the communications plans for schools, so that we are aware of what is going out?
- Can we contact schools that are further out of the event catchment area?
- Contact local SAG (Safety Advisory Group) and local public health authority to let them know about the event and for guidance on health and safety
- Limitations on space for registration – how do we manage covid passes onsite, to avoid long queues and bottle necking?
- UCAS provided information on the Government insurance for events.

4. How can we support you to encourage more schools to attend?

Feedback and comments from the discussion:

- Can we have information on which schools traditionally book on and the demographics?
- How far does the event reach, can we go a bit further?
- Can service providers see the communications plan, so that they can enhance the conversations with schools
- Being open about schools that have and haven't booked, so we can contact schools that we know will bring larger groups to book earlier
- Encouraging schools to be as accurate as possible with group numbers
- Communication to colleagues who are in touch with schools and advisers
- Newsletters from university to local schools
- Early promotion post-Christmas
- Competitor events are offering incentives - e.g. paying for school's coaches - Feel that competitors are being more proactive with incentives
- There will be some sixth form heads that aren't aware of UCAS events as it's been 3 years since a round of events
- Feel that competitors are being more proactive with incentives
- Extending the reach - e.g., Lincolnshire and Cornwall are quite difficult to reach areas. Would be good to reach outside of area for those where it is easier for them to attend.
- Would be good to get a list of schools that have been recommended to attend our event.