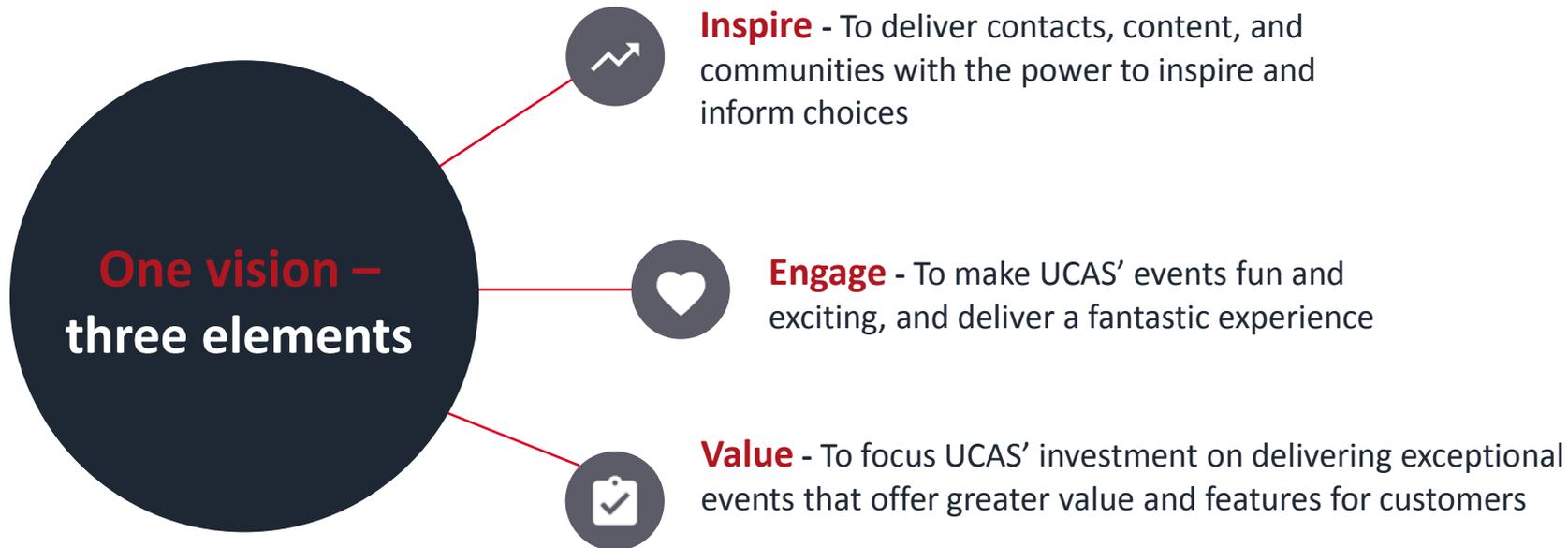


Inspiring Events

A UCAS Vision



Vision



Events matter

Events have the power to inspire people and to change people's lives.

Creating an experience:

By creating an experience people are eager to take part in it helps generate brand connection and recognition by making the brand and its message part of a memory.

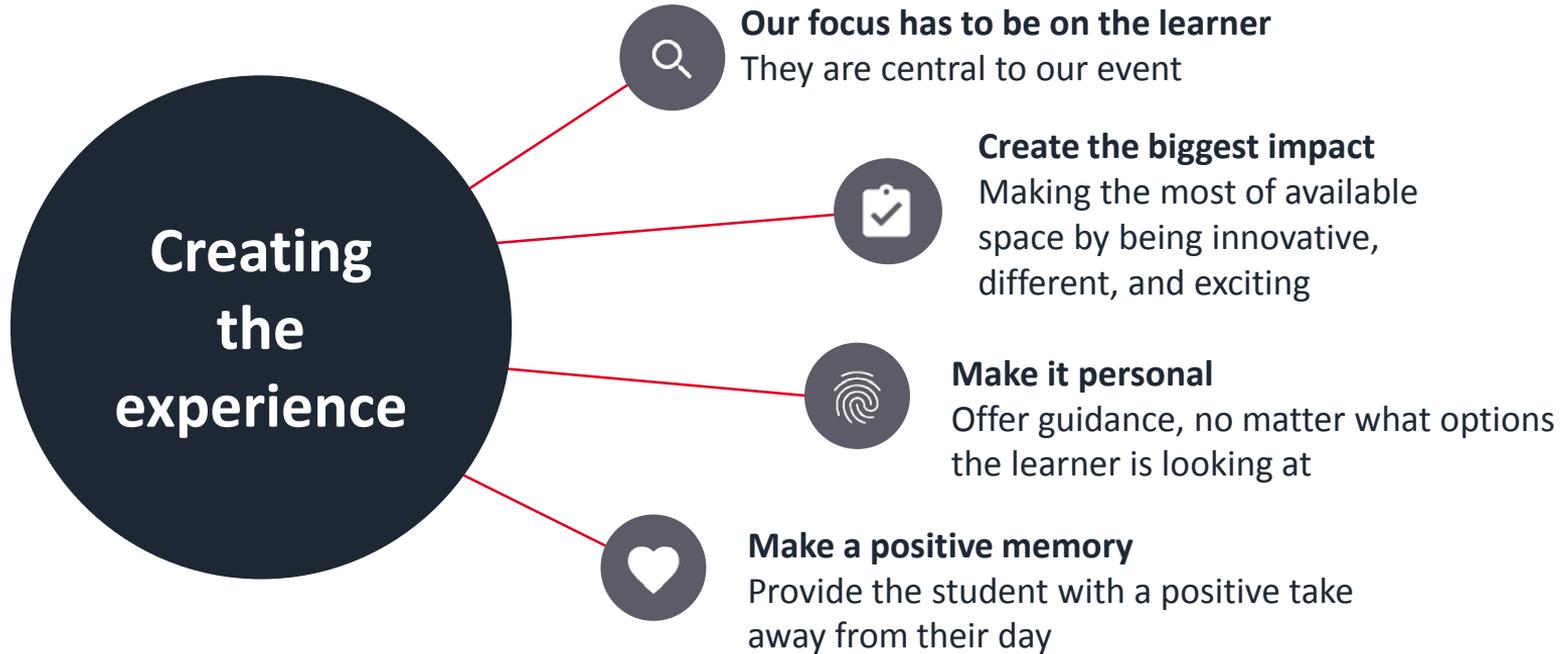
Making it personal:

Facilitating face-to-face engagement helps establish a more personal and intimate relationship. The creation of personalised connection points transforms strangers into friends.

Nurturing growth:

The ability to generate immediate feedback and responses creates happy and informed customers by allowing engagement in real-time and questions to be addressed right away before a customer 'signs up' or 'shares their thoughts'.

What we want to achieve



Strategic priorities



Agile Development

We will adopt an agile approach to development with a focus on how we drive value for customers.

Managing our portfolio actively and strategically:

Directing resource and attention to the right places to increase relevance to the widest possible customer base and to drive valuable contributions to sector stakeholders.

Aligning all of our activities with our events:

In a world where digital and physical powerfully combine, we will ensure we align all of our digital and content-based activities with our events programme to more effectively support our customer communities.

Enhancing our portfolio through strategic collaborations:

Seize strong opportunities for high quality collaborations that accelerate development and compliment our offering.

Customer Insight

We will infuse our activities with a highly customer-centric approach to all our interactions.

Understanding our customers better through enhanced data and analytics:

We will operate consistent metrics across our events enabling targeted improvements, allowing us to benchmark performance effectively to drive enhanced learning, and to improve responsiveness in providing required content and coverage.

Excellence initiatives:

Aligning our delivery with our events vision to help drive understanding and engagement with our customer communities – facilitated by the creation of event communities.

Easing pain points:

Using insight and understanding to drive solutions to ease pain points felt by our customers.

Innovation

We will demonstrate a passion for customer-enhancing innovation.

New ways of serving our customers to boost their experience:

Driving pre-, in-, and post-event engagement through establishment of an event community supported by a complimentary virtual events presence that extends our audience reach. Development of an event app and a programme to assist exhibitors with maximising their presence.

A new approach to high-impact design:

Innovation will be a constant that contributes to the implementation of an 'edutainment' approach.

A new approach event positioning:

Taking our message to different industries/sectors by linking with other events and organisations.

Operational excellence

We will continuously improve our ways of working by identifying leading practices, tools and approaches that enable greater efficiency and effectiveness for all.

Robust and reliable systems:

Ensuring the underlying systems that enable and support our service delivery are capable of delivering to meet our customers' and our own demands.

Delivery optimisation:

Defining and maximising customers' value for money.

Sustainability:

Ensuring our offer is fit for purpose and is positioned to meet our customers' requirements into the future.

**Turning
challenges into
opportunities**



UCAS

Context

Against a challenging backdrop, UCAS is currently delivering over 50 exhibitions attended by c.160,000 students every year to all areas of the country.

Demographics:

We are still in the cycle of a declining UK 18-year old population while also needing to reach out to a global audience.

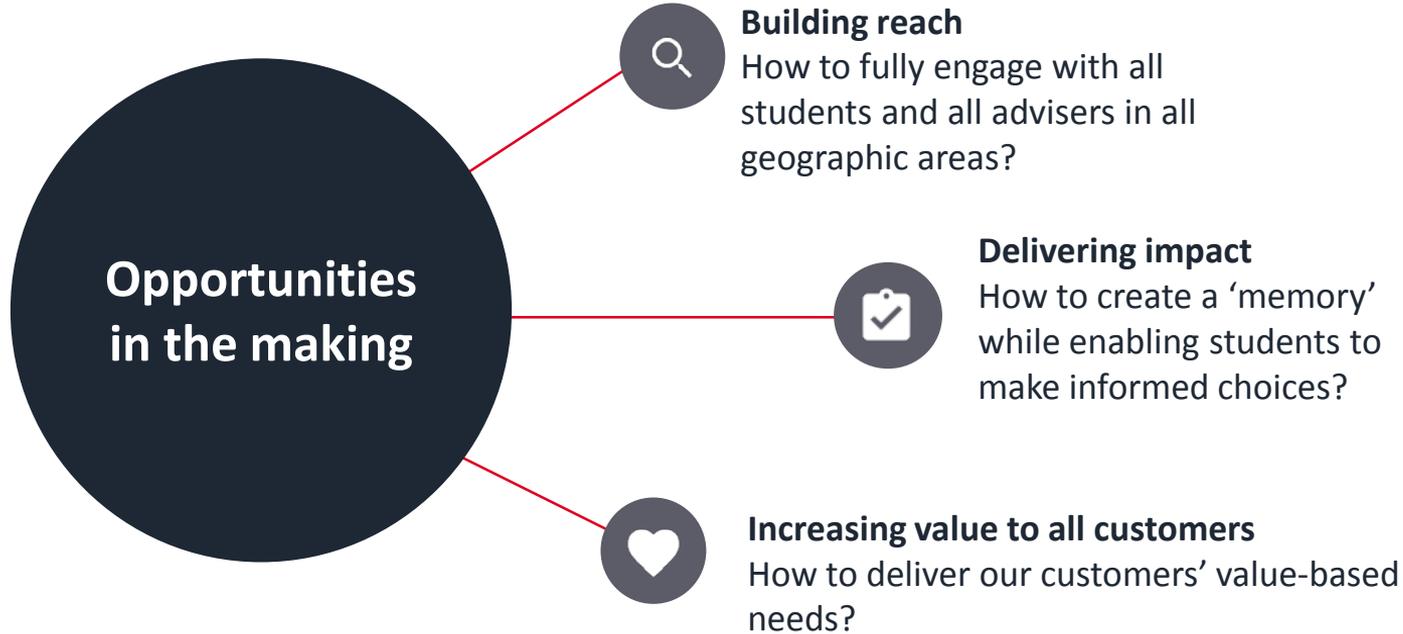
Sector:

There is uncertainty within the HE sector together with a broadening range of pathways into higher learning.

Behaviour:

We are faced with ever changing consumer behaviours enabled by a rapid pace of technology-based change. We are competing for attention with an increasing range of topics and activities.

Key themes to discuss



Thank you



UCAS