

Session Title:	4.1 How to maximise event return on investment (ROI) with UCAS Data Dashboards
Speaker(s):	<i>Aimee Okafor Head of Events UCAS</i> <i>Kate Wright Head of Customer Growth UCAS</i> <i>Kathryn Mead Senior Events Sales Manager UCAS</i>
Chair:	Jen Barton – Partnership Manager
Reporter:	Lucy Nottingham – Anglia Group Chair

Speaker/Institution Bio/Information:	UCAS
Overview/Aim of session:	<p>Join UCAS for an in-depth session on how to harness the power of UCAS data dashboards to elevate your events strategy and maximise return on investment.</p> <p>Discover how real-time, actionable insights can help you:</p> <ul style="list-style-type: none"> ▪ Understand the key factors driving applicant decisions ▪ Tailor your recruitment strategy using data-driven approaches ▪ Measure event ROI using dashboard analytics ▪ Prepare for the future with updates to UCAS's Information, Advice & Guidance strategy, including what's changing for 2026 events <p>This session includes a live demonstration of the dashboards and practical guidance to help you make smarter, student-focused decisions.</p>
Workshop Content	
Case Studies/Examples:	<p>UCAS Dashboard Content</p> <ul style="list-style-type: none"> • UCAS Tracker Enhanced - current tracker data but hoping to be a tracker over time • UCAS Student Decision Insights Dashboard - previously SDR (excel and pdfs) now in 1 place • UCAS Exhibitions Dashboard – 3 years worth of data <p>SLIDE 7 – UCAS Discovery Events the Numbers</p> <ul style="list-style-type: none"> • 600,000 scans overall • Students are picky – being scanned by less than 5 providers per event • 76% applied after attending a UCAS exhibition • 49% applied to a provider who had scanned their details

	<p>SLIDE 9 – <u>Using Tracker Enhanced</u> Yellow – where are you shrinking and benchmarks are as well Red – where you're shrinking but the benchmark is growing</p> <p><u>Student Decision Insight dashboard</u> – what impacts their decision – can split by demographic of student inc international etc</p> <ul style="list-style-type: none"> Accommodation price – doesn't seem to influence them coming to your uni – 68% <p><u>Events dashboard</u></p> <ul style="list-style-type: none"> Data will flow in after every event can go back 23/24, 24/25, start to see data 25/26 Can use data to look at regional, perhaps looking at premium vs campus – really strong filters on front page Summary tab – can look at attendees, exhibitors, scans etc 1st 2 columns are attendees Benchmark = average number of scan exhibitors got Premium event audience grew by 21% Your engagement ratio Manage my stand on enet, will be able to look at schools list 5 weeks before - updates weekly on Tuesday – 1 week before, 1 day before – plan to have extra staff resource etc In the demographic tab you can look at POLAR and other demographics <p>Engagement metric that impacts applications – can see how many attended us after attending a UCAS event – this data is about to launch</p>
<p>Scenarios/Roundtable discussions:</p>	<p>TASK</p> <ol style="list-style-type: none"> One thing you will use the dashboard for that you haven't previously One thing you will try differently at events One area where you have a data blind spot and how can UCAS provide support? <p>Q1. Suggestions- Ideas and comments – HW just using the dashboards more – subject insight data – really excited to drill down; happy to support with data for decision making; using scans linked to staffing numbers to plan attendance; Q2. Changes at events – making it more interactive; something to draw people in; first impression moment – following on from</p>

	<p>Q3. Blindspot – where institutional data can compliment the dashboards; data is there but data requires context; applications/offers and acceptances tab – clarity on what the data means; perhaps who didn't scan but did apply at an event; number of people from specific apply centres, to help with deploying schools liaisons – are we capturing at UCAS or are we capturing at school fairs; subject data on final tab would really help</p>
Questions and Answers:	<p>What are you doing to market yourself on a regional basis?</p> <p>Consider growth regions geographically so you can make impact</p>
Summary/Key takeaways:	<ul style="list-style-type: none"> • Students are picky – being scanned by less than 5 providers per event – HOW ARE YOU CUTTING THROUGH? • Why stands are memorable - still falls to the people and how they interact – preparing staff is key • You can make the filter really relevant for a deep dive from attendance to application