

Session Title:	UCAS: Maximising UCAS resources 2025 Discovery Events and Beyond
Speaker(s):	Samantha Sykes, Customer Success Manager at UCAS; Aimee Okafor, Head of UCAS Events at UCAS; Kathryn Mead, Senior Event Sales Manager at UCAS
Chair:	
Reporter:	George Green

Speaker/Institution Bio/Information:	
Overview/Aim of session:	UCAS provided valuable first-hand insight from our audience and hearing what is influencing young people's future choices. They discussed their resources and how they can be used at UCAS events and our own events to go beyond 'look at the website' signposting.
Workshop Content	<p>How to signpost to UCAS resources effectively, beyond "check the website": Signpost to resources on UCAS:</p> <ul style="list-style-type: none"> • When you are speaking to students and they are all at different stages of their post-16 journey signpost them to the UCAS Journey Map and what to do at each stage. You could say "it sounds like you are still exploring whether university is for you, take a look at the UCAS journey map" and you could have one yourself on your iPad. • CV Builder will help students who are applying for work experience or apprenticeships • UCAS Careers Quiz you could direct people who might not have many ideas of what they would like to do • Unibuddy UCAS is a great resource if a student is looking at a particular course area and you want to connect them with a current student • Your Student Ambassador Training could include training ambassadors to use UCAS Hub, so getting them to set up an account and show prospective students the different tools on UCAS • Virtual work experience which has certificate of completion

	<ul style="list-style-type: none"> ● UCAS events – careers advisors at each event, speak to one of our the specialist careers advisors if you are choosing a degree based on a job ● Man, London and Birmingham all have try out virtual work experience ● Individual Needs Pages include bespoke support available for students with disabilities, care experienced, armed forces, neurodiverse
<p>Summary/Key takeaways:</p>	<ul style="list-style-type: none"> ● 140k attendees at 40 UCAS events and over 3720 schools and over 260 universities and colleges supported ● 77% conversion go to apply after attending a UCAS event ● 82% in London go on to apply ● 64% said information and giveaways received had influenced which university they attend ● Prospectus is not meeting expectations as they satisfied after leaving event but post-event goes down ● 93% of students follow up with at least 1 university ● 2/5 of GCSE students want subject specific tasters <p>UCAS Personal statement:</p> <ul style="list-style-type: none"> ● 4000 character split across sections ● 350 characters per question