

The Plan

The plan has been devised to increase the awareness of Open Awards in the HE Community via the Access to HE Admissions Fair 2018.

After the success of last years' event we want to capitalise and continue to raise our profile in the wider HE community and if expanded to all northwest learners, and to create additional links with providers currently using other AVAs.



The Goals

- Increase Attendance to 500 Learners
- Increase Exhibiting HEIs to 40
- Raise Awareness of OA in HE Community
- Improve/Strengthen Current Relationships
- Create Links with New & Potential Clients

Promotion

Website

- Make feature of the Homepage as soon as the promo is ready

Facebook & Instagram

- Create and Boost event to key audiences and businesses to raise awareness
- Include and Tag exhibiting universities to increase reach

Twitter

- Twitter Ads promoting the event to increase visibility, engagement and awareness
- Daily Tweets & Updates about the event
- Include and Tag exhibiting universities to increase reach

Linkedin

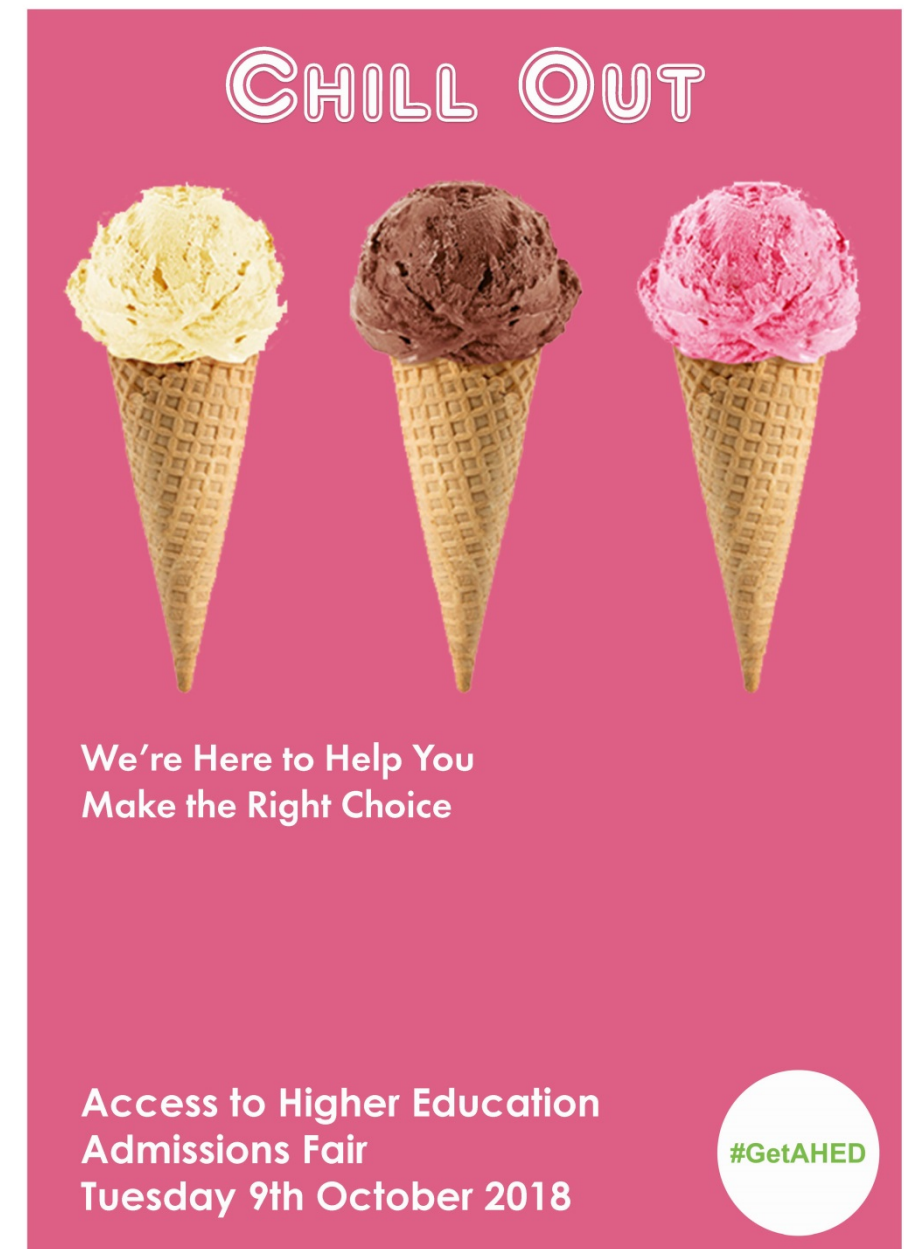
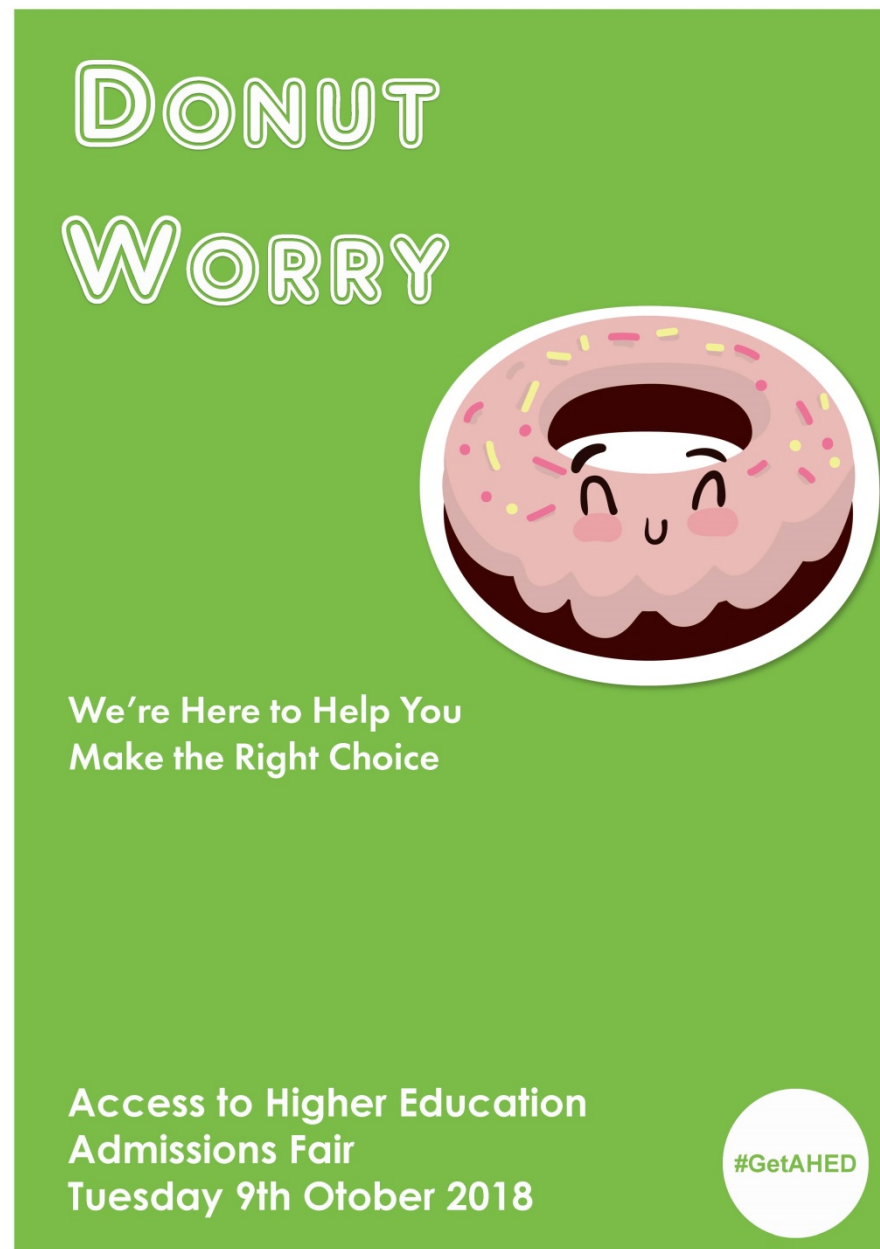
- Daily posts around the event

The Campaign

- Short, Sharp, Simple
- Light
- Make it easy

Print & Media

- Take printed marketing materials to Access to HE Forum May 24th for promotion and awareness
- Liaise with exhibiting universities' marketing teams with all materials, relevant hashtags and
- Create Information/Marketing plans to be sent out to every HE department in the North West
- Press Release to all relevant media



UNI CHOICES DRIVING YOU NUTS?



We're Here to Help You
Make the Right Choice

Access to Higher Education
Admissions Fair
Tuesday 9th October 2018

#GetAHED

ALL SHOOK UP?



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T-Shirts

- Marketing/Advertising for us on the day
- Recognisable on-hand staff

