

native.

“Tears in the Rain”

Best practice at Welcome/Freshers Fairs



Marvin

Senior Customer Success
Manager, native

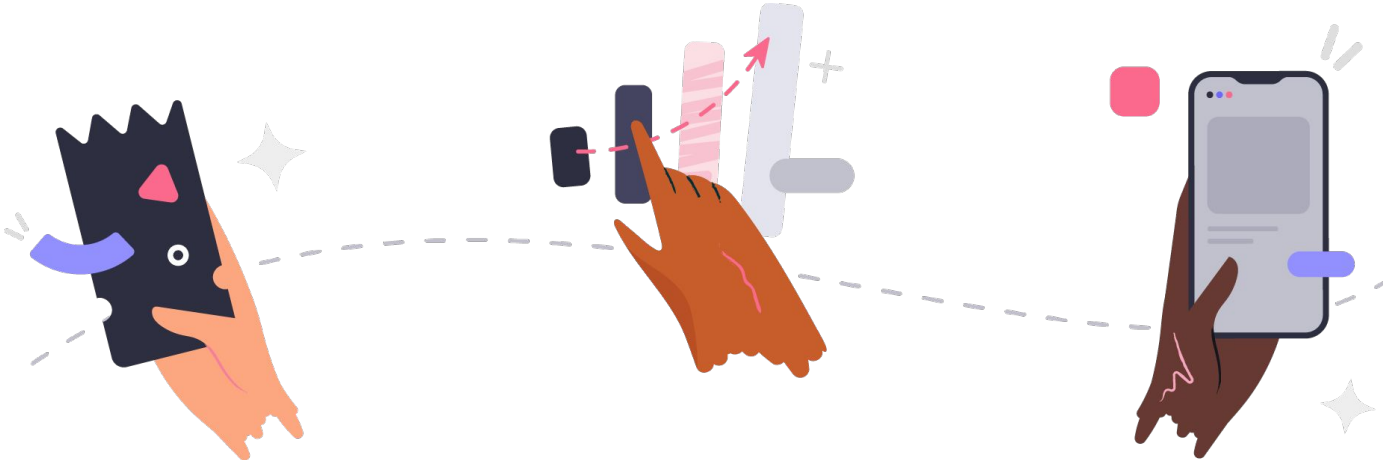


Matt

Head of SU Partnerships,
native



The native win-win-win



Students

For students, native is the one stop shop for more amazing content that is easier to access and find.

Students' Unions

native is an extra commercial department, helping drive new revenue streams and maximise income.

Advertisers and Brand Partners

More brands and advertisers connecting directly with students, and build long-lasting relationships.

native works with and for SUs

1.



Empowers SUs on a national scale

- Powers SUs to act collectively and collaboratively
- Share best practice
- Better engagement tools
- Easier access for brands and content providers

2.



Complements existing Infrastructure

- Designed to support SU teams
- integrate with existing membership management systems

3.



Solves sectoral problems

- Underperforming technology
- Funding cuts
- Dropping engagement
- Underused assets

How many different SUs freshers
fairs have you been to?

The native context....

123

Fair days delivered last year across our 70+ exclusive SU partners

600

Fairs delivered across the lifetime of native staff

30+

Experience of non exclusive Freshers fairs in 2023/24

What we have learned:

- Huge variation in how fairs are delivered
- Opportunities to bring together fairs to give better parity



Freshers: key touchpoints

What do students do during their first week of uni?

45%

Visit SU website

48%

Tried brand freebies or samples

55%

Visit Freshers/ Welcome Fair

36%

Used student discount

55%

Visit on-campus spaces

42%

Attended SU event

43%

Followed SU on social media

Gen Zs love in-person experiences

62% vs 39%

62% of 18-27-year-olds attend the Freshers fair compared to 39% of 28-33-year-olds.

60% vs 44%

Similarly, 60% of 18-27-year-olds visit on campus spaces compared to 44% of 28-33-year-olds.

- native Student Life Report 2024

The broad picture

Poor attendance

55%

of first year students attend
freshers fairs

- *native Student Life Report 2024*

Inadequately informed

"I was not aware of the
services they offered
and they could have
promoted it more"

- *Voxburner 2023*

Loneliness

59%

of students often feel lonely

37%

consider dropping out as a
result

- *Times Higher Education 2022*

Different SUs call it different titles....

Freshers

Welcome

Fair or Fayre

Freebies

Something else?



What is the purpose of your event?

C&S and Sports Group sign ups

Commercial income

Offer discounts/freebies

Showcase range of SU offer/services

Foster belonging - make friends/connections

Any other purposes?

Purpose



Success

Discussion point 1

What does success look like?

- a. Who do we need to drive footfall in order to achieve a great fair?
- b. What else do we need in order to achieve it?
- c. How do we measure it?

Before



Setting the scene

Freshers fair is once a year whilst you study, and for many students it's often once in a lifetime. It plays an instrumental role in a student's university life, meeting new people, learning about the SU and most importantly, finding friends often through joining different societies.

For SUs, your fair is typically the busiest event in the academic year, making it the best opportunity to make an impact on your new cohort of students.

All parties; students, student groups, brands and you as the students' union are in harmony and looking to make the event the best experience it can be.

***native tip:* A great fair can mean the difference between good and great engagement throughout the year**



Key Learnings

1. Get Uni to promote across their channels
2. Get student groups to promote and amplify your content or add their own
3. Physically signpost your event leading up to and on the day
4. Is the event 'gram worthy? And can attending advertisers help here?

native tip:

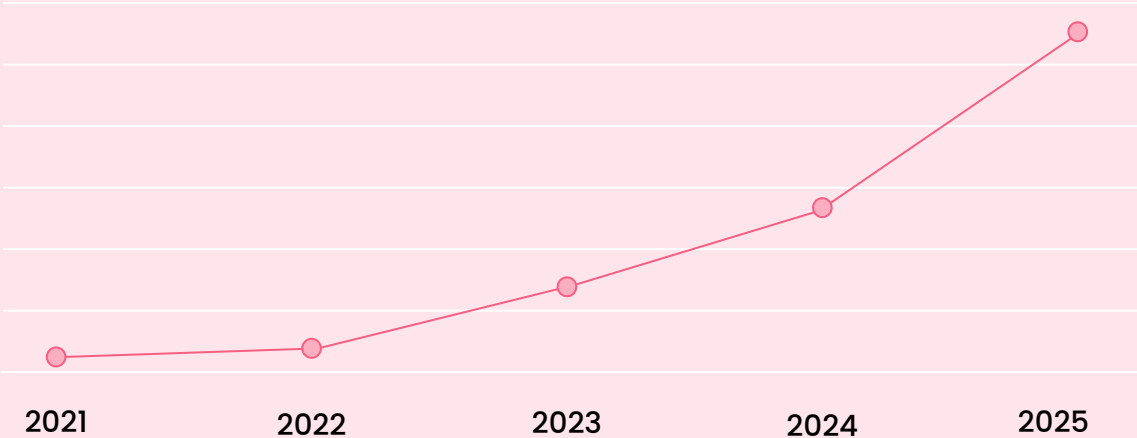
Often, students engage with the university before the SU. Ensuring collaboration with them is a great way to increase attendance. Then further collaborate with student groups and attending advertisers to generate content in advance

Key Learnings

1. Staff and stall holder briefing prior to event
2. Agree success metrics which could include increasing student following, number of attendees, or feedback from students
3. Ticket your fair to manage footfall and track attendance. Ensuring no early pack down and ensuring quiet hour
4. List your event as part of your events and even add it to a welcome wristband

native tip:
The best fairs we witnessed used freshers fair as your key active membership / audience building tool for the remainder of the academic year.

More SUs are listing fairs with native each year



70% of our SU event partners will be ticketing fairs

We have seen a steep rise in the number of SUs choosing to ticket their fair year on year, and this year over 70% of event partners will be utilising native to make the most their fair.

During



native.

Key Learnings

1. One way systems to ensure you force students see everything
2. Keep the noise down - no loud bands or DJ's indoors: It's a space to connect
3. Gamify - Bingo cards/treasure hunts to encourage engagement
4. Groups mixed with commercial or separate - what can you do?
5. Have a floor plan that can adapt on the day

native tip:

**All students benefit in different ways from freshers fairs:
Some students benefit from a quiet hour, others want an atmosphere to make friends, some want freebies and others want to interact with student groups or university departments**

Key Learnings

native tip:

It's your fair and students first impression - it's your SUs key opportunity to get your messages across to students.

Ensure you can compete (and beat) against the other great stall holders for student attention.

1. Ensure a volume of freebies lasts throughout the day
2. Comfy shoes and clothing
3. Get basics in like Bin Bags, Tape, Cable Ties, Scissors, Pens
4. Showcase SU/Sabbs - make sure your stand is the BEST in the fair!

After



Key Learnings

1. Leave it how you found it
2. Celebrate Success - get comms out quickly
3. Send thank yous to those involved (uni staff etc)
4. Feedback forms/focus groups
5. Interrogate your data to know who you missed

native tip:

Thank students for coming - get photos and video out quickly.

Also ensure you thank those that helped the operational delivery. It takes an army to put on a great fair!

Key Learnings

1. Do not rest on your laurels - think bigger and better for next year.
2. Ensure you keep the momentum up for stallholders
3. Rebook venue and date as early as possible
4. Get logistics sorted early - big advertisers plan campaigns as early as a year in advance

native tip:

Ensure you do a wash up/ retro within a couple of weeks of the event (less if possible) to go into planning next year.

Change for the better is the motto! Consider the fair on a different day of the week or booking a new venue

Post Fair Feedback Survey

Introducing our post-event survey feature, designed to streamline your feedback collection process!

With this feature, you can effortlessly set your survey to go out at 10am the day after your event. This ensures that your attendees have a fresh and timely opportunity to share their thoughts and experiences, helping you gather valuable insights for future improvements.

partner.native.fm _____



Hi! name,

Thank you for coming along to our **native presents: The intergalactic Boogie @ O2 Academy Islington**

As native presents we're constantly looking at ways to improve our events and would love to hear any feedback you have for us. Our survey takes less than 2 minutes to complete and by doing so, you'll help us improve and better serve you with our future events.

How would you rate your experience at the event?

1

2

3

4

5

Thank you for attending our event, we hope you had a great time!

As native presents we are constantly looking for ways to improve the event experience and would love to hear your feedback on what we're doing well, and areas for improvement.

Your responses to this survey are entirely confidential. At no point will individual students be identified or will individual responses be shared. The survey data is stored in line with GDPR policies and practices.

What is your Student Number?

Skip this question if you are not a student. It will be used for demographic purposes and not to identify.

Enter number

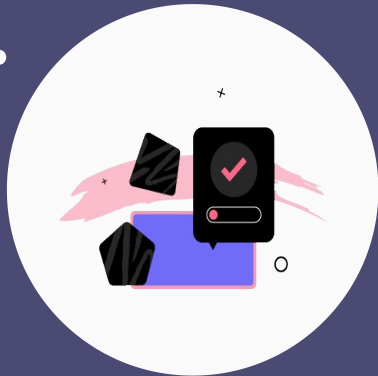
Discussion point 2

What works well for you and your students?

- What do you have planned for this year?
- What works well for you?

If you want to talk further....

1.



Guaranteed income and growth

We guarantee income through contract value, and SU internal staff savings for **evermore**, not just a **hoax**

2.



Connect with wider brands and agencies

We can leverage larger brands across the network, including smaller SUs where they previously saw **nothing new**

3.



Bigger and exciting things on campus

On campus activations and event engagement is easy because **we know places**

native.

**Thanks for
your time**

