

“Tears in the Rain”

Best practice at
Welcome/Freshers Fairs



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What's in a name?

Are you:

- Freshers
- Welcome
- Something else?
- Fair or Fayre?



What is the purpose of your event?

Group sign ups?

Commercial income

Offer discounts/freebies

Showcase range of SU offer/services

Foster belonging - make friends/connections?

Discuss in groups/partners?

Once you have purpose you can assess success?

Before



The broad picture

Poor attendance

37%

of first year students attend
freshers fairs

Inadequately informed

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

Loneliness

59%

of students often feel lonely

37%

consider dropping out as a
result

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.



Tips/ideas

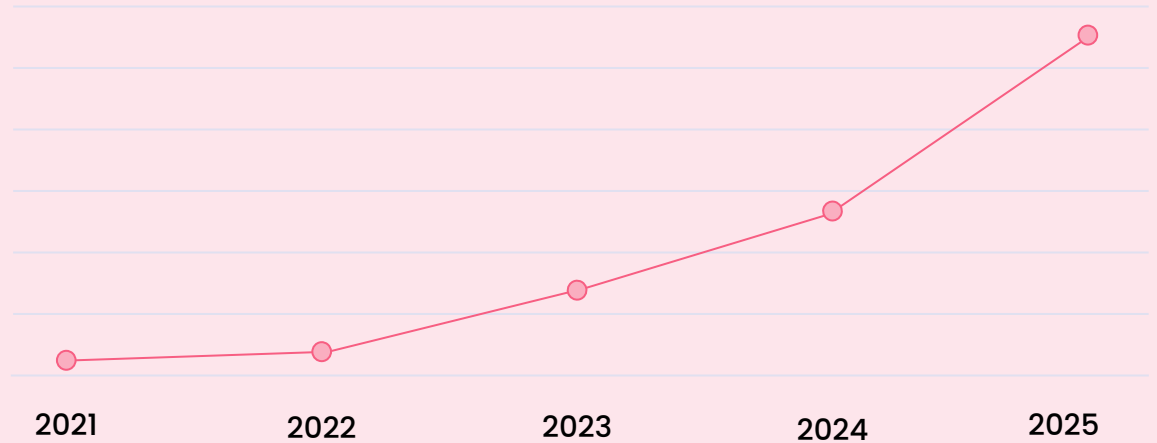
1. Get Uni to promote – more followers of their accounts? Compare
2. Get student groups to amplify your content or add their own
3. Signpost your event
4. Is the event 'gram worthy? (Can brands help here)
5. Staff and stall holder briefing prior to event
6. Agree success metrics
7. List your event as part of your events – add to wristband

Why list your fair?

Top 8 advantages of listing your fair for students:

1. Build your active audience for the year using the following tool and personal emails to expand your reach
2. Gain no effort feedback from your fair with automated next day surveys
3. Designate a quiet hour and be equipped to accommodate access requirements for students
4. Know where your students are seeing the Fair event and analyse your marketing using tracking links
5. Track attendance to provide feedback to brands and demonstrate SU impact
6. Ask students ticket questions to get more bespoke information and learn more about what they want
7. Get students used to getting tickets and set up with a native Masterpass for the rest of term - this means easy entry to other SU events
8. Increase footfall by adding to a Pick n Mix Wristband or Freshers Super Event

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



Tips/ideas

1. One way systems
2. Keep the noise down - no bands or DJ's indoors
3. Bingo cards/treasure hunts to encourage engagement
4. Groups mixed with commercial or separate - what can you do?
5. Have a floor plan that adapts for the day
6. Ensure a volume of freebies lasts throughout the day
7. Gamify interactions
8. Comfy shoes and clothing
9. Get basics in (Bin Bags, Tape, Cable Ties, Scissors, Pens)
10. Showcase SU/Sabbs

online and in-store



Collect
ready in 1 hour

Interest Free Credit
Spread the cost over 12 months

Trusted Reviews
5* service & rating

In

After



Tips/ideas

1. Leave it how you found it?
2. Celebrate Success
3. Send thank yous to those involved (uni staff etc)
4. Feedback forms/focus groups
5. Rebook venue if successful
6. Rebook or get back for refreshers
7. Draw up infographic of success metrics
8. Book a wash up meeting for key stakeholders

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.

A screenshot of a survey email. At the top is the 'native.' logo. Below it is a greeting: 'Hi! name,'. The main body of the email says: 'Thank you for coming along to our native presents: The intergalactic Boogie @ O2 Academy Islington'. It then explains: '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.' At the bottom, it asks 'How would you rate your experience at the event?' and shows five rating buttons labeled 1, 2, 3, 4, and 5.

A screenshot of a survey email. At the top, it says 'Thank you for attending our event, we hope you had a great time!'. Below that, it says: '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.' It then includes a confidentiality notice: '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 on in line with GDPR policies and practices.' At the bottom, it asks 'What is your Student Number?' and provides a text input field with the placeholder 'Enter number'. A note below the field says: 'Skip this question if you are not a student. It will be used for demographic purposes and not to identify.'

Thanks for your time

