



AberSU HOUSING FAIR 2021

Monday 6th December



This year we plan to run both an in-person and virtual Housing Fair in which you will be able to promote your services and start the conversation with those looking for accommodation. We are running both options so that your company and our student population feel comfortable regarding the current situation, and so that our students have ample opportunity to find out about student accommodation opportunities in Aberystwyth.

In terms of making students aware of your business and what you can offer them, this year's Housing Fair will consist of three main parts:

1. In-person Fair at the Students' Union
2. Virtual Fair via Zoom
3. Promotion via our Website

As well as the above offerings, we will also be promoting the event and your involvement across our social media platforms, our website and via our all student email.

Below we will discuss these offerings further and how you can go about best utilising these methods to reach the students before, during and after the Fair.



Promotion of the Housing Fair

The event will be heavily promoted using our various digital channels. Please see below a list of those tools, however we are likely to add even more promotion than those listed below.

Before the event

There are three main ways in which we will be promoting the Fair to students:

- On our Social Media
 - Facebook **8,300 followers** - www.facebook.com/UMaberSU
 - Twitter **4,000 followers** - <https://twitter.com/UMaberSU>
 - Instagram **2,300 followers** – <https://www.instagram.com/umabersu/?hl=en>
- As a Main Banner on our Website (we receive approximately 600,000 views annually) – www.abersu.co.uk and www.umaber.co.uk
- Via an email to all Aberystwyth students (our last email got opened by 49% of students, over 3,000)
- News article on our website

On the day

On the day of the Housing Fair we will be hosting a Housing Fair takeover on our social media platforms. Posts will include:

- Dedicated post promoting our event sponsors.
- Aggregate posts on your involvement with the both Housing Fair events, linking to the Housing Fair webpage where students can view further information and contact details of your company in case they missed the fair.
- Snippets of the in-person and virtual Fair to encourage students to take advantage of the opportunity and seek advice.

After the event

The benefit of an event such as this is that students may still require further advice after the event is over. Therefore, we will continue to promote your business both through our website and on our social media platforms for up to one month after the event.



Please see below list of available marketing tools.

1. In-person Fair

The AberSU Housing Fair will be held at the Students' Union on **Monday, 6th December**.

The fair will bring students looking for accommodation for the next academic year, as well as those wanting some information as to where to start looking for information and advice, all under one roof.

Stallholder presence will be listed on our web page and via email.

2. Virtual Fair via Zoom

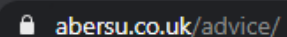


We think students should be able to talk directly to you so you can start building a relationship, and perhaps answer any questions they have regarding accommodation in Aebr.

On **Monday 6th December** we will set up a Zoom session for students unable to attend the fair (and those uncomfortable attending in person activity at the moment) to talk to you to discuss their options and seek advice.

If you are interested in attending a virtual fair further information regarding timings will be circulated in due course.

3. Promotion via our Website



On AberSU's website we will add a Housing Fair section with a list of accommodation providers, along with a link to your website / contact details.

To make it presentable we will need your:

- Logo
- Contact details



Guide (optional)

CANLLAW **TAI**
HOUSING GUIDE

This year the Guide will be distributed both online and in-person. The Guide will include helpful tips and tricks that all students need to be familiar with along with a simple checklist that will help pick the most suitable accommodation.

We will promote the Guide on our website, via our social media channels and **in all student email.**

Packages

	Option	Included	Price
1	Standard package	<ul style="list-style-type: none"> A stall in our In-person Fair Virtual Fair via Zoom Promotion on our Website Attendance listed in dedicated Housing Fair email set to all students 	£200 + VAT
2	Premium package	<ul style="list-style-type: none"> as above + A6 landscape advert in Housing Guide (half page) + Welcome desk screen 	£250 + VAT
3	Housing Fair Sponsor (only 3 available)	<ul style="list-style-type: none"> as above and + Premium stall at the Housing Fair + A5 portrait Housing Guide advert (full page) + top position on the webpage + better positioning in an all student email (and logo added) + dedicated social media post advertising attendance at the fair 	£450 + VAT

Booking Deadline: Wednesday 24th November 2021. To book please fill our separate Booking Form.



Available options – individual media

1	Housing Guide (Only 4 A5 spaces available)	A5, portrait	£250 + VAT
		A6, landscape	£150 + VAT
2	Welcome Desk Screen (For 1 month)	£60 + VAT	
3	Social Media	£50 + VAT	
4	Posters	£5 / poster / week + VAT	



Checklist

Please see a handy checklist of what we need from you depending on the package

Option		Included	What's needed	Deadline
1	Standard package	Promotion on our Website	Your logo A link to your website and/or company's contact details	24 th Nov
		Virtual Fair via Zoom	Please install Zoom, familiarize yourself with it and ask us any questions	24 th Nov
2	Premium package	as above + A6 landscape advert in Housing Guide (half page) + Welcome desk screen	all above A6 landscape advert in pdf 1 Welsh Version and 1 English version Welcome desk screen advert Dimensions: 1280 x 720 pixels, Landscape. jpeg or .jpg 1 Welsh version and 1 English version	24 th Nov 26 th Nov
		as above and + Premium stall at the Housing Fair + A5 portrait Housing Guide advert (full page) + top position on the webpage + better positioning in an all student email (and logo added) + dedicated social media post advertising attendance at the fair	all above A5 portrait advert in pdf 1 Welsh Version and 1 English version Content for social media post	24 th Nov By 3 rd Dec
4	Individual media	Housing guide	(details above)	24 th Nov
		Welcome desk screen	(details above)	26 th Nov
		Social media	Content for social media post	By 3 rd Dec
		Posters	Dropped off or sent via email to be Printed at the SU	By 3 rd Dec



Terms and Conditions

Booking Housing Fair 2021 means

- Acceptance of GDPR rules and Code of conducts in this document
- Acceptance of general Terms & Conditions in the Media pack – available at www.abersu.co.uk/advertising/
- Compliance with RENTSMART legislation - www.rentsmart.gov.wales/en/
 - Please confirm that you hold a licence in your own name or are a named

'connected person' to a full agent licence: _____

- Your licence number: _____

- **GDPR**

If you plan to collect student data you must comply with GDPR rules and that:

- State that you will not share their information with any other parties
- State that student can easily ask for their data to be removed
- provide a link to your privacy policy

- **Code of conduct**

Anybody found to be breaching this code of conduct will be asked to leave the event, without refund.

- Arranging appointments/viewing times with prospective tenants will **not** be permitted.
- We do **not** permit the signing of contracts or other documents at this event.