UTAS Student Recruitment and Marketing (SR&M) attend a number of interstate career and education public expos each year (see the SR&M online recruitment calendar for dates). Staff from Faculties, Institutes and other organisational units that are involved with marketing to prospective students are invited to join SR&M at the larger events on the annual calendar.

If you are attending one of these events, the following information provides a guide to assist in your planning.

**COSTS:**

Events that are on the SR&M program have already been budgeted for, so your faculty/institute/unit doesn’t need to contribute to the cost of exhibiting. Your area is just responsible for your travel, accommodation and meal expenses, plus salary/wage/TOIL that is incurred.

**TRAVEL ARRANGEMENTS:**

It’s good to talk to the SR&M team member attending the event before you book your travel. If you can book flights that arrive at a similar time, you can share travel to your hotel (SR&M use hire cars for some events that are a bit out of the city, and cabs for others).

It’s also useful to think about staying at the same hotel, or else nearby – this can save on transport costs to and from the event.

**WHAT TO WEAR TO THE EVENT:**

At an event you will be standing up for hours, so the most important thing is for you to wear *COMFORTABLE SHOES*.

Equally important, all UTAS staff working on the booth must wear a name tag – if you don’t have one let us know in advance and we will organise this.

While there isn’t a set uniform, SR&M team members have a practice of wearing black clothing with a red scarf to public expos. This gives a consistent and professional look that clearly identifies us on our booth. It also means that people can wear their own clothes, in styles that they are comfortable in (and it just so happens that our team all likes to wear black!)

Other UTAS staff do not have to adhere to this, however we would encourage you to think about doing so as it makes packing easy and it gives our stand a consistent look with staff being clearly identifiable to enquirers.

We have some spare scarves, so if you want to borrow on just let us know in advance – the scarves are very feminine though, so not suitable for male staff members.
WHAT DO I HAVE TO DO ON THE STAND?

When you are on a UTAS stand at an expo or event, you are representing the whole of the university, not just your own Faculty/Institute/unit.

We understand that your expertise will be within your own area, so suggest you make use of the UTAS course guide when dealing with enquiries. Showing the prospective student where to find their course of interest, or other requested information, in the Course Guide means that you can refer to the guide and know you are giving out the correct information. If the enquirer has a question that you are not able to answer, introduce the enquirer to the SR&M team member.

If enquirers would like other material sent to them, we have ‘more information’ request notepads that can be completed at the expo – this other material will then be mailed directly to the enquirer.

There are a few other things to be mindful of, including:

- Body language: sitting behind a desk or trestle puts a physical barrier between you and the prospective student. It is best to stand towards the front of the booth and welcome people into our space.
- Looking available: it’s great to spend down time chatting with colleagues, but always be mindful of approaching enquirers who may be hesitant to interrupt your conversation.
- Breaks: work with SR&M and the other staff on the stand to ensure everyone has the time for a lunch, coffee or restroom break.
- Other exhibitors: if there are slow times at the event, take the time to have a look at other universities'/institutions’ displays.

If your enquirer is a career advisor, ask if they receive UTAS eNEWS. If not, would they like to put their name on our mail list? We have almost 900 interstate career advisors that we regularly communicate with, mostly through eNEWS that comes out five times a year, but we are very happy to add more to the distribution list. Also, if you are talking to a career advisor, ask if they would like us to send them a supply of course guides – it can get heavy collecting guides from many exhibitors, so offering to mail a supply to their school can be really appreciated.

BROCHURES, GIVE-AWAYS / PROMOTIONAL MERCHANDISE:

SR&M will send display material to the expo by freight about one week to ten days before hand. The brochures will include UTAS course guides, scholarship guide, accommodation guide (if available) and a supply of each faculty guide. SR&M will also have some promotional giveaways.

If you want to take additional brochures from your area that’s fine, just be mindful of not overcrowding the display.

If you want to take giveaways, that’s also fine but it is not an expectation. Also, if there are a few different types of giveaways, it is better to put a limited range out at a time rather than lots of different things. There will always be people that visit a stand just to get the ‘freebie’ – in this case, it is better that they take one freebie than one of five different things!
OTHER INFORMATION:

It is really important that we don’t overload our booth with UTAS staff, as too many people can make it daunting for interested students and parents to approach us. If we have a large number of UTAS staff wishing to attend and expo, we may need to look at rostering to ensure that all faculties/institutes/units have equal time to work on the stand. We will let you know in advance if this is going to occur.

*Talk to the SR&M team member who is representing UTAS at this event if you have any questions or would like further information.*