

Event Guide for UP Education schools

UP Education's schools hold events for potential students, or for other important stakeholders, including Open Days. For these events, it's important that we advertise them well and track registrations prior to the event. This allows us to ensure that the school gets maximum value out of the event, and that we have a deep understanding of who attended our event.

This guide does not include information about how to obtain posters, flyers, or other material to promote your event – the marketing team may not be able to help you develop these things.

Before the event

At least **four to six weeks** before the event, email your contact in the marketing team with all the following information:

- Event name
- Event description (e.g. purpose)
- Time, date, and duration
- Person in charge of event at school
- Format: In-person or Online Webinar
- Location (if in-person)
- Names of the host and panelist who will run the session (if online webinar)
- Intended audience
- Any other key options that will help us promote the event as shown below.

Once we receive the above information, the marketing team will create a branded registration page for the event which will be shared as appropriate. This may include:

- Emailed invites to specific groups of people
- Shared across social media channels
- Prominent link on the school website
- Advertised on external event websites

We will share the URL with you so you can also promote it.

The registration page contains all the relevant information about the event, as well as a form for potential guests to fill out to RSVP. All registered guests will be captured into Marketo, and a daily/weekly report of registrations will be sent to the sales team.

Automated reminder emails will be sent to all registered guests 1 week before the event and again 1 day before the event. If you have any additional information you would like to be included in these emails, or if you want to request different timing, please ensure this is communicated to your marketing contact at least 2 weeks before the event.

In-person events - At the event

It is compulsory for all in-person events to have a list of the events registrants gathered from Marketo and at least a form where walk-ins can be filled out once they attended the event.

1. Registration list will be provided before the event.
2. Please check-in registered student and get the information from the walk-in students.
3. Please provide the Attendees list to the Marketing Automation team at the end of the event.

In-person events - After the event

After 1 day of the event, the automated Post-event email (generic) will go out to all Registrants. Then, this will be sent as well to all walk-ins once the list has been forwarded back to Marketing Automation Team.

If you have any special requests for the content of these emails (e.g. a survey) you will need to ensure it's with your marketing contact at least 1 week before the event. All event attendees and no-shows will be added to the provider's lead nurture programme.

Online events

If your event is online, we call this a "webinar" internally. All webinars are hosted on Zoom, a platform we have partnered with that allows us to host events with many attendees who can view your presentation or livestreamed video and can ask questions/chat.

Please ensure that in your brief to Marketing you specify:

- Do you want to allow attendees to ask questions? If yes, please answer the following as well.
 - a. Allow anonymous questions?
 - b. Allow attendees to view all or only answered questions?
- Do you want the webinar to be automatically recorded?

Hosting an event online is easy, but the more you prepare, the better the event will be. Marketing can help advise you on how to make it an engaging event for your audience.

In order to host an online event, you'll need to log in to Zoom on the device you'll be using on the day. Make sure you do this well in advance of the event itself!

If your webinar will be primarily presenting slides and speaking to the camera, use your laptop to download the Zoom app using the first link on this page: <https://zoom.us/download> You may need IT help to get this installed.

If your webinar will be primarily livestreamed video where you need to move around, use your work phone to download the Zoom app.

Please read the following guides on how to set-up:

- **[Zoom – How to Guide - Hosts](#)**
 - **[Zoom – How to Guide - Panelists](#)**
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Following this guide will ensure that marketing can assist you to the best of their abilities and help your event be a big success!

Contact lily.van@up.education, niral.patel@up.education and joy.balbuena@up.education if you have any questions about this process.