### **TIRED OF BRAND FOCUS?**

### **Turning your University Fair** into a No Name University Fair

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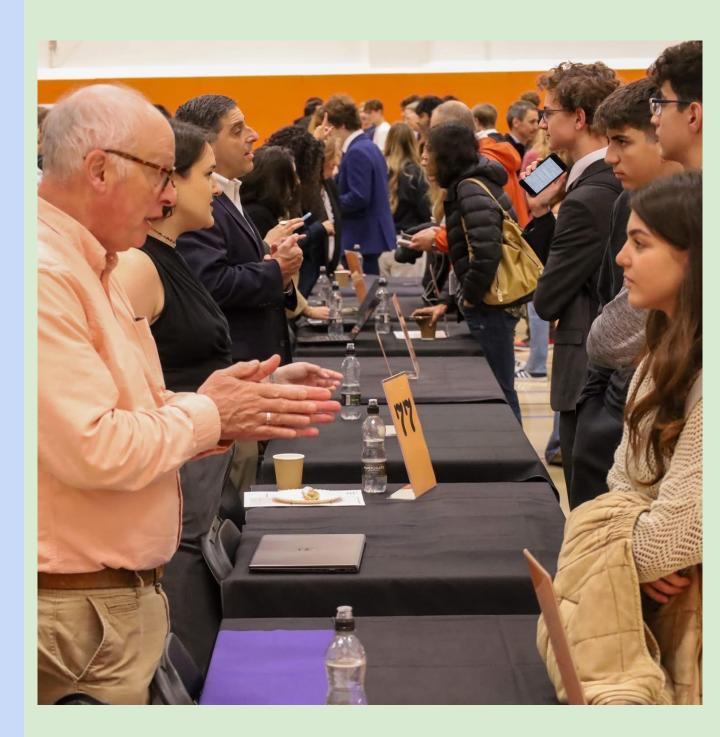




**Europe 2025** 

### WHAT ... is a No Name University Fair?

- Universities are mixed up alphabetically and by location- tables are numbered instead
- Table displays are covered up
- No visible gear or badge that identifies the university
- University reps cannot reveal name or location - they can only talk about programs
- Then at some point if you wish the BIG REVEAL, followed by a normal fair



## WHY?

 Equitable Allows for & encourages exploration Exposure to new institutions & ideas Focus on mission, values and subjects • Fun!



## **University Perspective**

- Fact-sheets drive initial conversations Refined talking points and discussions Unique and memorable fair
- Big reveal
- Continued conversations



- Create Buy-in the Why
  - Admin
  - Parent/Guardian(s)
  - Students
  - Universities
- Logistics
  - Communications
  - Student/Family Preparation
  - Set-up
- Running the Fair
  - Big Reveal



#### **Create Buy-in**

- Admin
  - Tie to mission and values
  - Tie to uni counseling philosophy
- Parent/Guardian(s)
  - Education as to the why
  - Tie to mission and values
  - Tie to uni counseling philosophy
- Students
  - Who is best served by this format?
- Universities
  - Inform & educate as to school's why



#### Logistics

#### – Communications

- University
- Families
- Students
- Other Schools

#### – Student/Family Preparation

- University subject/program survey
- If you are interested in ... go to these tables ...



#### **Running the Fair**

- Set Up
  - Prior to the Big Reveal
    - Table numbers
    - Double tablecloths!
    - Water/giveaways etc.
- Big Reveal
  - Microphone
  - Drum Roll/Countdown
- Thank yous & Feedback



#### **Things to Think About**

#### **Questions:**

- who needs to spend time in what part of the fair?
- role of parent/guardian(s)
  in your fair what & when?
- what stakeholders in your school need to be invited to see this in action?
- who needs to read/hear the feedback?



# THANK YOU & QUESTIONS



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