

TIRED OF BRAND FOCUS?

Turning your University Fair into a No Name University Fair

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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**



HOW?

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



HOW?

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



HOW?

Logistics

– Communications

- University
- Families
- Students
- Other Schools

– Student/Family Preparation

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



HOW?

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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