

OPPORTUNITIES AHEAD Live

Join the first event of its kind in the Greater Cambridge region

Opportunities Ahead Live is the first virtual careers fair for all sixth-form students and their parents in the Greater Cambridge city region.

The event is designed to introduce students to employers in the region, highlighting early career opportunities, providing information, advice and guidance, and helping students to prepare for their next steps in education or employment. Many students will be looking for opportunities now; others will want to learn about graduate opportunities and how to prepare for these. All employers will have the opportunity to make a difference for young people during a challenging period, and to build their brand with this significant audience.

**DISCOVER OUR
SPONSORSHIP
PACKAGES**



A hand holding a red pencil is positioned over a laptop screen. The screen displays a virtual event interface with a grid of video thumbnails. The background is a blurred office setting with a desk and a lamp.

Sponsorship at a glance

Form the Future is promoting this event to all students and parents in more than 50 school sixth-forms and colleges across the area, reaching close to 10,000 young people. We work in close partnership with many of these schools and colleges on their careers programmes, so we anticipate a high level of interest in this event.

In addition to a range of sponsor benefits including PR, digital marketing, media coverage and networking opportunities, there are a range of additional ways to showcase sponsors on the platform itself. We are using Hopin, the market leading platform for virtual events. It has a very clean and intuitive user interface and excellent functionality but we realise that taking part in an online event might be new to you, so we've outlined the different features on the following pages. Read on for a quick 'at a glance' look at sponsorship options.

Sponsorship benefits

Gold £1000 Exhibition space - large

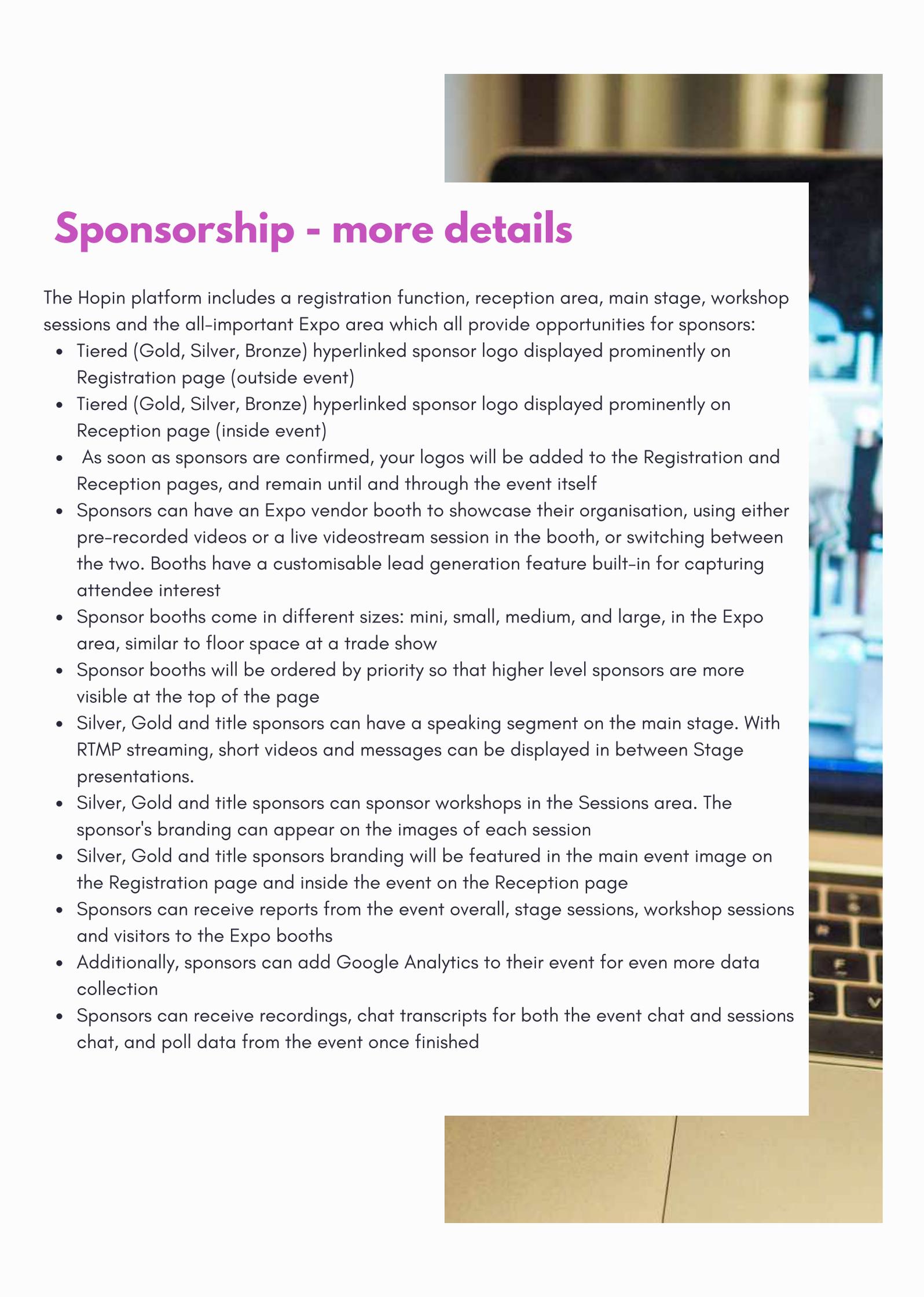
- Can show pre-recorded or live video, branded content, website and social media links, special offers, representatives on live camera, and customised button CTAs
- Report with event analytics including everyone who attended your booth or workshops and a list of everyone who registered for the event
- Can download the chat from your booth and any of your workshops or main stage presentation
- Multiple mentions on our social media posts ahead of and during the event
- Hyperlinked sponsor logo displayed prominently on the Registration and Reception page
- Can sponsor workshops in the Sessions area. The sponsor's branding can appear on the images of each session
- Sponsor's branding will be featured in the main event image on the Registration page and inside the event on the Reception page
- Dedicated mailing to attendees before and after the event
- Inclusion in press release/media activity

Silver £500 Exhibition space - medium

- Can show pre-recorded or live video, branded content, website and social media links, special offers, representatives on live camera, and customised button CTAs
- Report with event analytics including everyone who attended your booth or workshops
- Can download the chat from your booth and any of your workshops
- Multiple mentions on our social media posts ahead of the event
- Hyperlinked sponsor logo displayed prominently on Registration and Reception page
- Can sponsor workshops in the Sessions area. The sponsor's branding can appear on the images of each session
- Sponsor's branding will be featured in the main event image on the Registration page and inside the event on the Reception page

Bronze £200 Exhibition space - small

- Can show pre-recorded or live video, branded content, website and social media links, special offers, representatives on live camera, and customised button CTAs
- Report with event analytics including everyone who asked you for more information
- Can download the chat from your booth
- Mentioned on our social media posts ahead of the event



Sponsorship - more details

The Hopin platform includes a registration function, reception area, main stage, workshop sessions and the all-important Expo area which all provide opportunities for sponsors:

- Tiered (Gold, Silver, Bronze) hyperlinked sponsor logo displayed prominently on Registration page (outside event)
- Tiered (Gold, Silver, Bronze) hyperlinked sponsor logo displayed prominently on Reception page (inside event)
- As soon as sponsors are confirmed, your logos will be added to the Registration and Reception pages, and remain until and through the event itself
- Sponsors can have an Expo vendor booth to showcase their organisation, using either pre-recorded videos or a live videostream session in the booth, or switching between the two. Booths have a customisable lead generation feature built-in for capturing attendee interest
- Sponsor booths come in different sizes: mini, small, medium, and large, in the Expo area, similar to floor space at a trade show
- Sponsor booths will be ordered by priority so that higher level sponsors are more visible at the top of the page
- Silver, Gold and title sponsors can have a speaking segment on the main stage. With RTMP streaming, short videos and messages can be displayed in between Stage presentations.
- Silver, Gold and title sponsors can sponsor workshops in the Sessions area. The sponsor's branding can appear on the images of each session
- Silver, Gold and title sponsors branding will be featured in the main event image on the Registration page and inside the event on the Reception page
- Sponsors can receive reports from the event overall, stage sessions, workshop sessions and visitors to the Expo booths
- Additionally, sponsors can add Google Analytics to their event for even more data collection
- Sponsors can receive recordings, chat transcripts for both the event chat and sessions chat, and poll data from the event once finished



The Expo area

The Expo area of Hopin is the exhibitor hall of digital vendor booths at your event. Attendees can visit your Expo area and learn about the different exhibiting companies. This is where event-goers can “walk around” to visit the booths that interest them, interact with the organisations, and take action like request further information or express interest.

Each booth can contain pre-recorded or live video, branded content, website and social media links, special offers, representatives on live camera, and customized button CTAs. **Note:** Form the Future will set your booth up for you with the materials you supply. In addition to your logo(s), video, images or presentation materials, you’ll be able to include a description that attracts attendees to your booth.

We also use Tags which sort booths by categories and help attendees to quickly navigate through multiple booths during the event.

Sharing your content

There are multiple ways to display content on the Expo:

- Pre-recorded videos. You can place pre-recorded videos from YouTube, Vimeo, or Wistia on the Expo
- YouTube playlist. Adding a YouTube playlist will let attendees select which video(s) they want to watch.
- YouTube Live Stream video. Go Live with your camera or via RTMP on YouTube Studio, then send the stream to your Expo Booth on Hopin.
- Google Slides. The link to any Slides presentation that is published to the Web.
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If you want to make your session interactive you can open it up as a live chat session with up to 10 attendees at a time at your Expo Booth. You can alternate between live sessions and ‘Fallback presentation’ mode.

Expo chat

Once the event is live, attendees can also chat with the vendor in a dedicated Booth chat.

Tip: You can pin a message to the Booth chat with more details about your organisation or any external resources that might be helpful to the attendees. You have the option to record your presentations in your booth using third party software.

Exhibitor report

Each exhibitor will receive a summary report including:

- Visitors: total number of visitors who attended the Expo booth
- Average visit time: average minutes spent watching the summary segment
- Unique visitor that interacted: unique number of visitors who interacted with the Booth
- Number of Interest Registered: times attendees clicked Register Interest button
- Number of URLs clicked: times attendees clicked Link to website button
- Number of comments: total number of messages sent to the Expo Booth chat
- Total number of interactions: total number of interactions on a Booth
- View Polls. This is where you can view your Polls and percentage results



Event reports

All sponsors will get a report following the event including:

- Registrations (total number of people registered for the event)
- Turnout (percentage of people who attended the event)
- Average Time Spent
- Total Comments (across all chats)
- Stage Visitors (unique visitors to at least one stage)
- Sessions Visitors (unique visitors to at least one session)
- Expo Visitors (unique visitors to at least one expo booth)
- Networking Visitors (unique attendees making at least one networking connection)
- Average User Rating (average of the Score attendees provide during the event)

In addition, details of event chat can be provided as an HTML or CSV file.

Stage Summary Report – recordings of presentations on the stage as well as a summary report including

- Visitors: total number of visitors who attended the Stage
- Average visit time: average minutes spent watching Stage
- Unique visitors commenting: unique attendees that sent messages to Stage chat
- Number of comments: total number of messages sent to Stage chat

Sessions Summary Report – workshop sessions can also be recorded and chat can be downloaded. The summary report includes:

- Visitors: total number of visitors who attended the Session
- Average visit time: average minutes spent watching the Session
- Unique visitors commenting: unique attendees that sent messages to Session chat
- Number of comments: total number of messages sent to Session chat

Expo Summary – here you are able to download the Expo chat information for your booth. Expo presentations are not recorded, so there will be no downloadable video data, although there is the option to record it yourself.

OPPORTUNITIES AHEAD Live

Book your place now!

To book your place or find out more about our packages, please contact Sue Walden on swalden@formthefuture.org.uk

**Find out more about
Form the Future**

 www.formthefuture.org.uk

 [form_future](https://twitter.com/form_future)

 info@formthefuture.org.uk

