



vFAIRS



Attract and engage
students with a
**VIRTUAL
OPEN DAY**

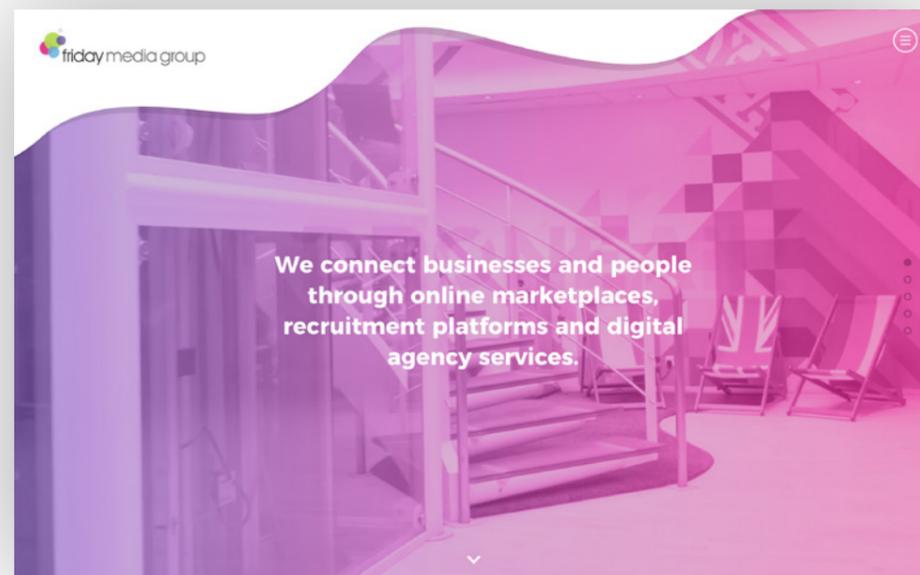
Showcase everything your
University has to offer to a
global audience



ABOUT US

Who is the Friday Media Group?

For over 40 years, we've been connecting businesses with people through print and digital means. As experts in connectivity, it was a natural synergy to become vFairs's official distributor within the UK and Europe.



Who is vFairs?

We're a one-stop-shop for running virtual events that deliver big on results. If you're looking to engage and amaze audiences, we've got a wide range of exciting features that will allow you to do just that.



Our brand promise

No other virtual event provider can offer our feature set and class of project management & customer support for a lower price.

Our standing offer

If you can show us any provider with the same offering but at a lower cost, we'll match the price.

HOW DOES IT WORK?

When you choose to host your virtual open day with us, you'll immediately be assigned a dedicated Project Manager. They will be on hand to provide unlimited support throughout the whole process, taking the stress and hassle out of your hands.

We'll start by creating your personal event landing page so students can:

- Pre-register
- Discover information about the open day (Dates, times, etc)
- Find out why they should attend
- Log in on the event day

Simply tell us the information to include and our expert team will do the rest. We'll even customise the registration form so you only capture the data you need.



HOW DOES IT WORK?

We'll then start building your event. Choose from a number of designs for the:

- Lobby
- Exhibition Hall
- Conference Hall

Each design can be customised to your company branding, including logos and colours, to simulate the feel of a real life event.



INFORM, EDUCATE AND ENGAGE STUDENTS

Invite a lineup of speakers and lecturers to talk about topics your audience cares about. During the webinars, boost engagement by involving the audience with live Q&A sessions.

In the Conference Hall, webinars can be:

- Pre-recorded (On-demand)
- Hosted Live
- Hybrid (Pre-record the webinar but close with a live Q&A)

The whole platform is intuitive and extremely easy to navigate, meaning students can interact free of hassle.



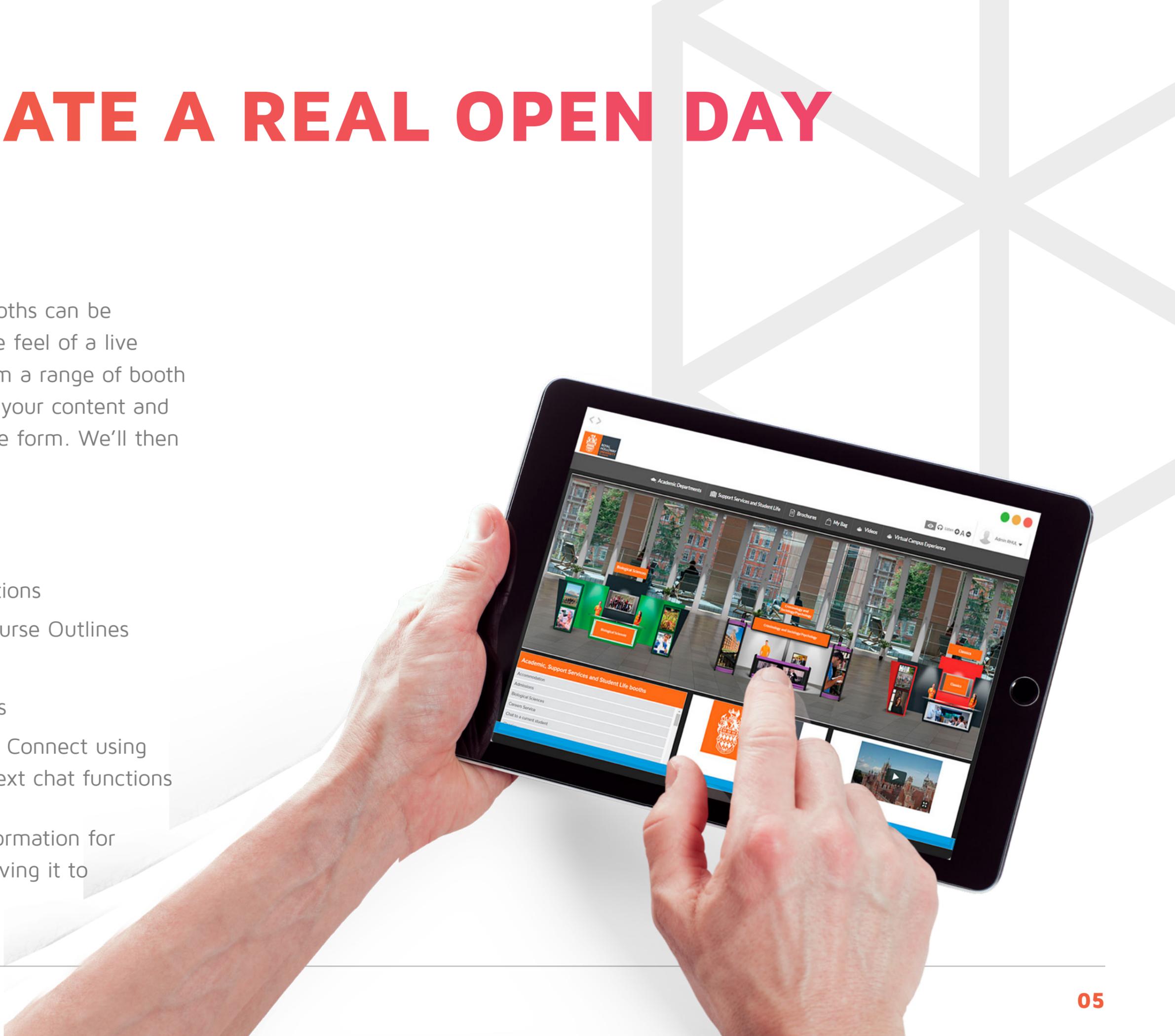
SIMULATE A REAL OPEN DAY

Customised virtual booths can be included to imitate the feel of a live open day. Choose from a range of booth templates and upload your content and graphics using a simple form. We'll then do the rest!

Booths can feature:

- Videos & Presentations
- Prospectuses & Course Outlines
- Photo Galleries
- Avatars of lecturers
- Live chat features. Connect using video, audio and text chat functions

Students can save information for future reference by saving it to their own swag bag!



MAXIMISE INTERACTIVITY THROUGH POWERFUL ENGAGEMENT TOOLS

Make the open day an unforgettable experience by enabling students to interact through rich engagement features. Answer queries and equip students with more information through public and private conversations. Simply choose your preferred way to chat!

Connect through:

- Text
- Video
- Audio

The platform will remain open for 30 days after the live day so students and lecturers can still connect after the conference.



MEASURE EVENT SUCCESS WITH DETAILED REPORTS

Identify attendance trends and engagement patterns from your open day. Discover important metrics such as the number of visitors, the busiest period of the day, average duration of visit and the number of chat room interactions.

Understanding audience behaviour will help you to innovate and improve your next open day.



FREQUENTLY ASKED QUESTIONS

What kind of technology do I need to run a virtual open day?

The whole platform will display on mobile, tablet or desktop. We run on the cloud so nobody has to install any software to access the conference. All you need is a standard web browser and a stable internet connection.

How long can a virtual open day be?

We will run the open day for as long as you'd like. Most institutes opt for an event that remains live for 1-2 days. You can, however, leave the event open for access long after the live period is over as well to keep capturing prospective students with your compelling content.

How many visitors can the virtual open day sustain?

The event has unlimited capacity and can service thousands of attendees at any given time.

How long does it take to set up an open day?

A typical virtual open day that has around 10 virtual booths can take 1-2 weeks to set up. This includes configuring branding elements, designing booths, uploading content and scheduling webinars. Customisation to the default features, however, can take more time and are estimated on a case-to-case basis.

What kind of support and training do you offer?

As soon as you sign up, we'll assign you a dedicated Project Manager who will take care of your needs before, during and after the open day. Our technical team will remain on standby to resolve any issues while your open day is in progress.

WHAT MAKES US GREAT



Passionate Customer Service

Sit back and relax as a super responsive customer support team does all the hard work for you. From setting up the event to its launch, we're here to make sure you have a hassle free experience



A* Project Management

We won't be beaten on service! You only need to look at our [Capterra reviews](#) to see this!



24/7 Helpdesk

We understand the process can seem daunting. That's why we're always on hand to make sure your questions are answered



Detailed Insights

We track everything so you can calculate an accurate return on investment. Learn more about your audience, identify participation trends and discover insights to improve your next open day

WHAT OUR CUSTOMERS SAY

"We have had many successful events using vFairs' platform. vFairs is an excellent partner with a high quality product."



Becky Richert

Senior Program Manager
T-Mobile

"vFairs helped us showcasing our products in the best way. vFairs allowed us to have a very successful conference and expo online as part of a team building strategy. Highly recommended."



Annalissa Dessi

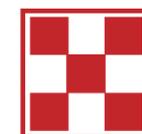
Product Marketing Manager
K3 Software

[Read more amazing reviews here](#)

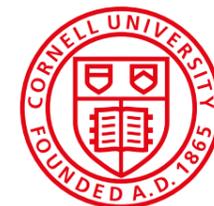
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vFAIRS



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