

OPEN DAYS ON UCAS.COM

SPECIFICATIONS

UCAS



INTRODUCTION

Open days are a great way to showcase your brand and attract more applicants – whether it's virtual or face-to-face. Potential applicants can explore your facilities, teaching and social spaces to help inspire applications.

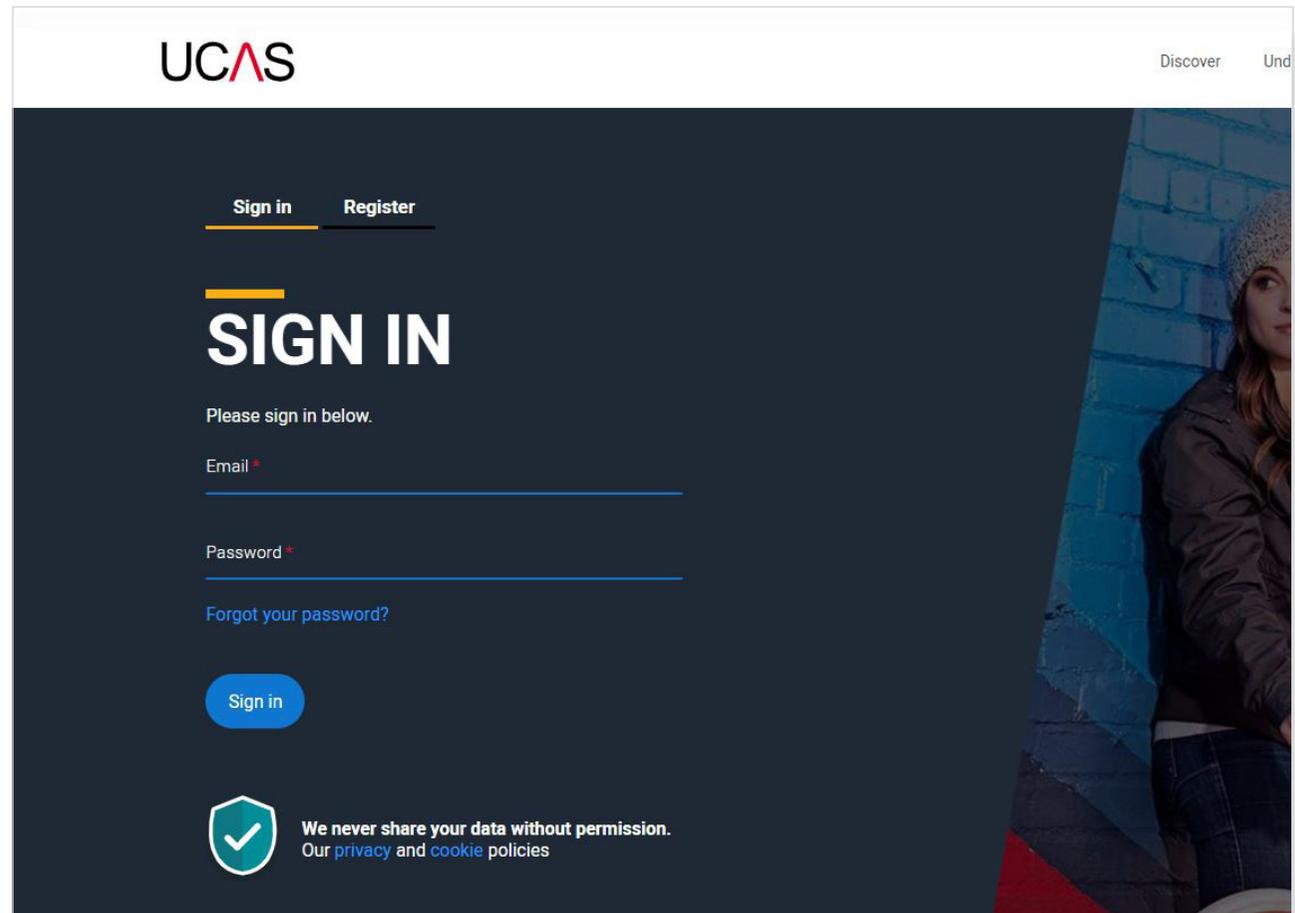
Open days can be listed for free on the [UCAS site](#), allowing applicants, parents, and schools to search for relevant open days, giving your event more publicity.

Listing your open days is simple – just log in and complete a short form in the provider section of our site to get your listing up. It will then be available for potential applicants to view within 15 minutes. This guide will take you through how to do this in more detail.



HOW TO FIND OPEN DAY PAGES

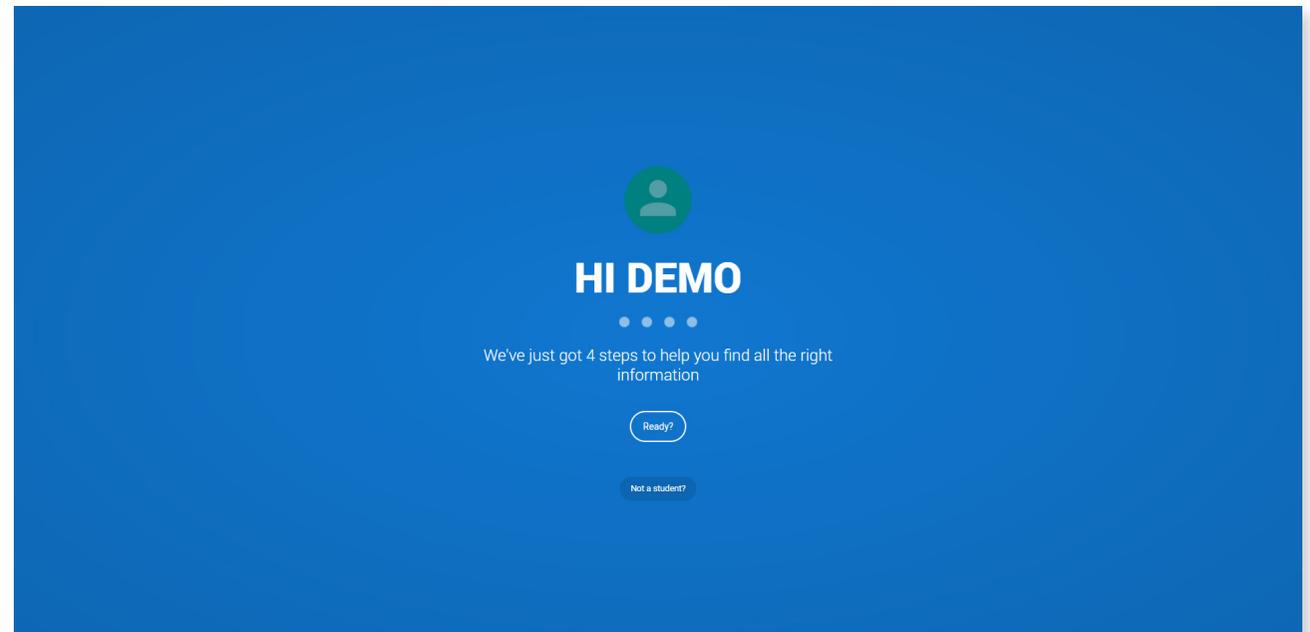
1. Login to UCAS using your account information. If you don't have an account, you can register using the same page. An admin user at your provider will need to create an account for you and assign 'Marketing' permissions. You'll then be able to register and log in.



The screenshot shows the UCAS website's sign-in interface. At the top left is the UCAS logo, and at the top right are links for 'Discover' and 'Und'. Below the logo, there are two tabs: 'Sign in' (which is selected and underlined) and 'Register'. The main heading is 'SIGN IN' in large white letters. Below this, it says 'Please sign in below.' There are two input fields: 'Email *' and 'Password *', both with blue outlines. Below the password field is a link that says 'Forgot your password?'. A blue 'Sign in' button is positioned below the input fields. At the bottom left, there is a green shield icon with a white checkmark. To its right, the text reads: 'We never share your data without permission. Our [privacy](#) and [cookie](#) policies'.

HOW TO FIND OPEN DAY PAGES

2. If you're already associated with your provider – skip to step 4. If you're not associated with your provider, you'll be taken to the page shown below. Now click the button 'not a student?'



HOW TO FIND OPEN DAY PAGES

3. Upon reaching the page below, scroll to 'if you're an HE provider' and click the button 'go to my dashboard'.

Home / About us / Our services

CREATING MY NEW ACCOUNT WITH UCAS

Explore this section ▾

If you have registered a UCAS account but do not yet have any permissions to access UCAS services or are having difficulty with your account, you can contact our customer services team who will be able to help.

UCAS corporate on Twitter

[Follow us on Twitter](#)

How to access your account

If you are an adviser or agent

If you are a teacher, adviser or agent and need to contact us about your account or any aspect of the application process, our Schools Team is here to help.

These contact details are a priority service for advisers only:-

Explore this section ▾

Or if you already have an account that you have accessed previously, you should be able to use the link below to access your adviser/agent dashboard.

[Go to my dashboard](#)

[Follow us on Twitter](#)

If you are an HE provider

Please contact our Customer Success Team in the first instance, who will be able to assist:

Phone: 01242 544 881
Email: cst@ucas.ac.uk

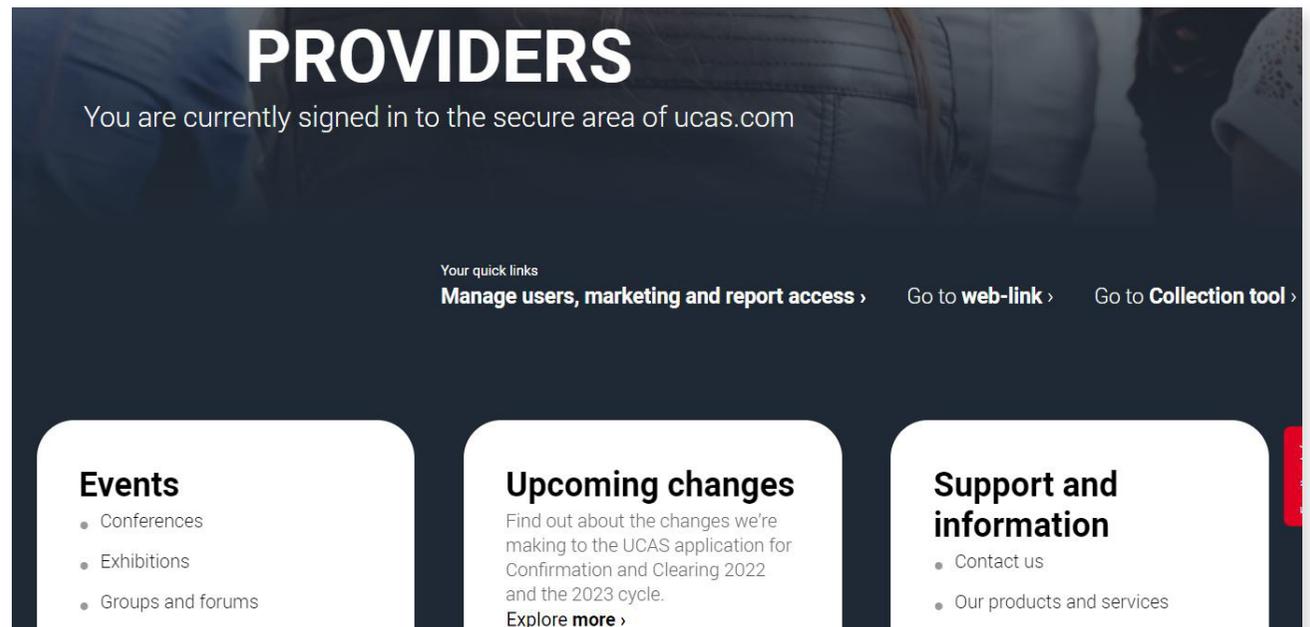
Or if you already have a provider account that you have accessed previously, you should be able to use the link below to access your provider dashboard.

[Go to my dashboard](#)

HOW TO FIND OPEN DAY PAGES

4. On the **provider's homepage**, click 'Manage users, marketing and report access >'

NOTE: If you manage **more than one provider**, use the 'Managing UCAS' drop-down menu to the left to select the desired provider then use the 'Manage users, marketing and report access >' link to access the corresponding admin screen.



PROVIDERS

You are currently signed in to the secure area of ucas.com

Your quick links

- [Manage users, marketing and report access >](#)
- [Go to web-link >](#)
- [Go to Collection tool >](#)

Events

- Conferences
- Exhibitions
- Groups and forums

Upcoming changes

Find out about the changes we're making to the UCAS application for Confirmation and Clearing 2022 and the 2023 cycle.

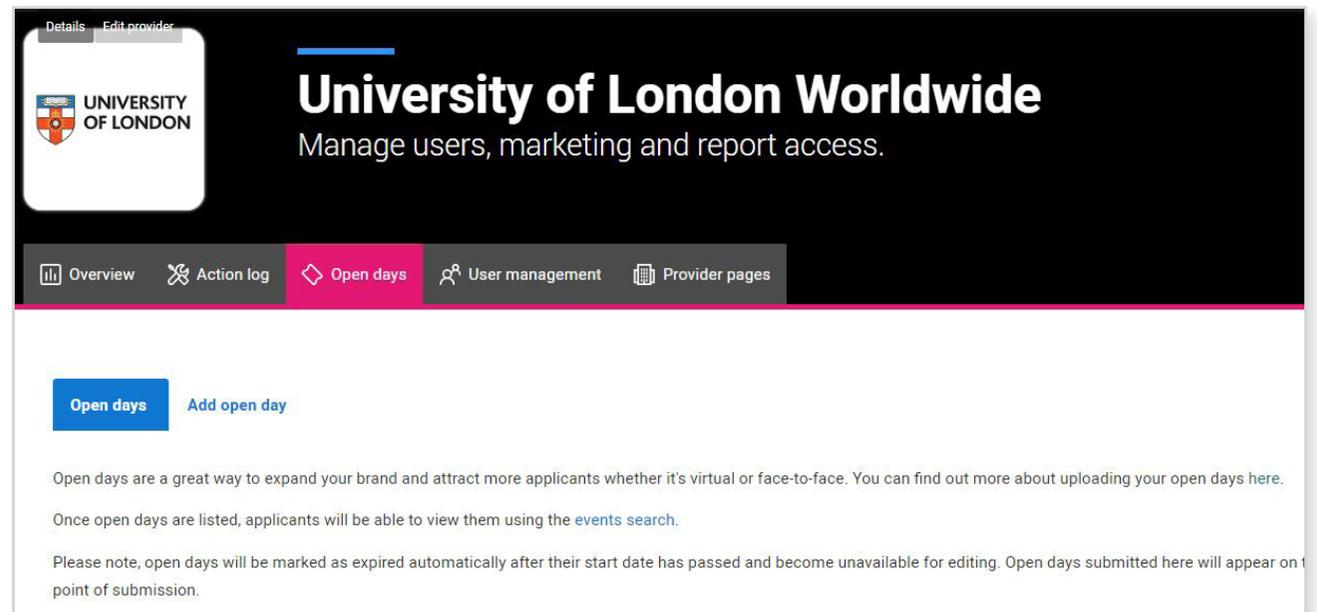
[Explore more >](#)

Support and information

- Contact us
- Our products and services

HOW TO FIND OPEN DAY PAGES

5. Users with the relevant permissions will now see the 'Open days' tab.



The screenshot displays the 'University of London Worldwide' management interface. At the top left, there are links for 'Details' and 'Edit provider'. Below these is the University of London logo and the text 'UNIVERSITY OF LONDON'. To the right, the main heading reads 'University of London Worldwide' with the subtitle 'Manage users, marketing and report access.' A navigation bar contains five tabs: 'Overview', 'Action log', 'Open days' (which is highlighted in pink), 'User management', and 'Provider pages'. Below the navigation bar, there is a blue 'Open days' button and a blue 'Add open day' button. The main content area contains three paragraphs of text: 'Open days are a great way to expand your brand and attract more applicants whether it's virtual or face-to-face. You can find out more about uploading your open days [here](#).', 'Once open days are listed, applicants will be able to view them using the [events search](#).', and 'Please note, open days will be marked as expired automatically after their start date has passed and become unavailable for editing. Open days submitted here will appear on the point of submission.'

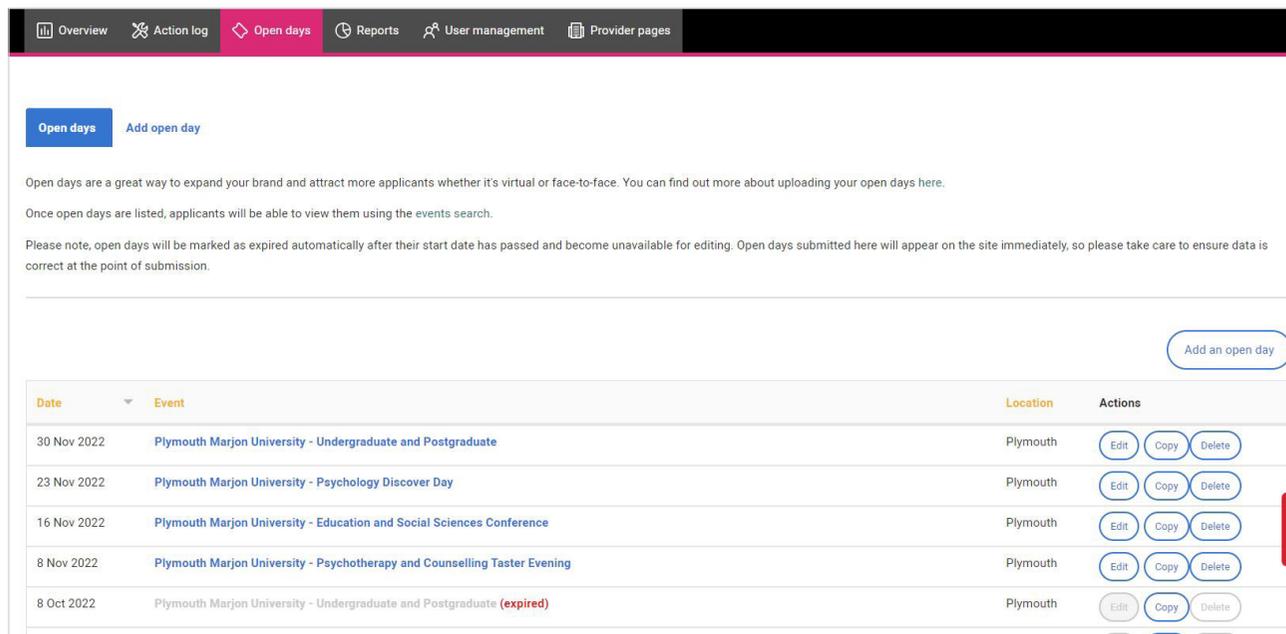
ADDING AN OPEN DAY

1. Click the 'add open day' link.
2. **Title field** – enter a title for your open day which should include your provider's name and any other essential info. This is limited to 125 characters, including spaces and punctuation.
3. **Date fields** – select the date from the pop-up calendar and the desired start time (e.g., 11:00). You can also indicate an end date and time if required by ticking the check box.
4. **Summary field** – this plain text field should be a few short sentences to outline what your open day is for and what potential applicants can expect after attending. There is no character limit in this field, but we suggest that you keep it brief. No formatting will be applied to this content, so don't use carriage returns or bullets.
5. **Description field** – this plain text field provides space to offer info on what potential applications can expect to experience during your open day - who they'll meet, what facilities will be available to view, accommodation options, talks and tours etc. There is no character limit in this field.
6. **Location fields** – enter the address details of the location of the open day. Note that most of these fields are mandatory, so will need to be completed.
7. **Contact details field** – use this field to link to your primary open day contact. This could be an email address or a link to a contact form. You can control the text which appears – e.g., 'drop us a line.'
8. **Where to find out more field** – this would normally be the relevant page on your own website, e.g., <https://www.youruniname.com/opendays>.
9. **Phone field** – enter a contact phone number for the event, including area code.
10. **Related scheme check-boxes** – Select the application scheme(s) that are most relevant to your open day target audience. Available options - Business, Virtual and Digital, Undergraduate, Postgraduate, Conservatories, Teacher Training, Apprenticeships and 16-18 Choices. You can select as many as you feel are relevant.
11. **Once complete**, click the 'Save' and the open day will appear on your Open Day dashboard and your details will appear on the **UCAS site** within 15 minutes.



MANAGING OPEN DAYS

Open days listings can be **edited**, **copied** and **deleted** using their respective buttons on the 'Actions' section of the dashboard.



The screenshot shows the UCAS Open Days dashboard. At the top, there is a navigation bar with icons for Overview, Action log, Open days (highlighted), Reports, User management, and Provider pages. Below the navigation bar, there is a section for 'Open days' with an 'Add open day' button. The main content area contains instructions: 'Open days are a great way to expand your brand and attract more applicants whether it's virtual or face-to-face. You can find out more about uploading your open days here. Once open days are listed, applicants will be able to view them using the events search. Please note, open days will be marked as expired automatically after their start date has passed and become unavailable for editing. Open days submitted here will appear on the site immediately, so please take care to ensure data is correct at the point of submission.' There is an 'Add an open day' button on the right. Below the text is a table with the following columns: Date, Event, Location, and Actions. The table lists five events, all from Plymouth Marjon University, with dates ranging from 8 Oct 2022 to 30 Nov 2022. The last event is marked as 'expired'. Each row has 'Edit', 'Copy', and 'Delete' buttons in the Actions column.

Date	Event	Location	Actions
30 Nov 2022	Plymouth Marjon University - Undergraduate and Postgraduate	Plymouth	Edit Copy Delete
23 Nov 2022	Plymouth Marjon University - Psychology Discover Day	Plymouth	Edit Copy Delete
16 Nov 2022	Plymouth Marjon University - Education and Social Sciences Conference	Plymouth	Edit Copy Delete
8 Nov 2022	Plymouth Marjon University - Psychotherapy and Counselling Taster Evening	Plymouth	Edit Copy Delete
8 Oct 2022	Plymouth Marjon University - Undergraduate and Postgraduate (expired)	Plymouth	Edit Copy Delete

To ensure the best experience for applicants, open days are automatically deleted from the ucas.com two weeks after the end date, or you can delete this sooner yourself through the open days dashboard.

FAQS

How long will it take for my open day to appear on ucas.com?

Any additions and updates will be available for potential applicants to view on UCAS.com within 15 minutes of pressing 'Save'.

What happens to my old/expired open day listings? Do I need to delete them?

To ensure the best experience for applicants, open days are automatically deleted from the ucas.com two weeks after the end date, or you can delete this sooner yourself through the open days dashboard.

Is there a limit to how many events I can list?

No – you're free to list as many open days as you like.

Can I pay to get my open days to the top of the list?

UCAS offer a **variety of products** to reach potential applicants including open day promotion. For support, contact: **services@ucas.ac.uk**.

Can I choose what image displays alongside my open days?

Yes! You can add an image that is used on all pages specific to your provider. Please see our **provider pages specifications guidance** for more info.

Help and support

If you need assistance on adding, editing and publishing your open days, contact the UCAS Data Collection Team at **coursesdata@ucas.ac.uk**.

If you need assistance adding users or managing permissions, contact the UCAS Customer Success Team at **cst@ucas.ac.uk**.

