

# MY FUTURE FESTIVAL

10<sup>th</sup> – 21<sup>st</sup> February 2020

Content pack

Zofia Rozalska  
Student Engagement Consultant

Callum Mcavan  
Marketing and Communications Assistant

## Important information

### Website

- The whole festival is advertised through the following web shortcut [manchester.ac.uk/myfuturefestival](http://manchester.ac.uk/myfuturefestival)
- Please ONLY use the registration links provided on [the website](#) as they are bit.ly tracked
- DO NOT copy links directly from Careerslink/Eventbrite as they are not accurately tracked
- An [FAQ page](#) is available on the same website (right hand side on desktop and bottom of page on mobile)

### Official hashtag

#MyFutureFestival

### Digital screens

- The festival as well as some individual events are scheduled to appear on the following digital screens: The Atrium, Main Library, AGLC, AGLC screen (exterior), University Place ground floor screens, computer clusters.

### Facebook events

- All My Future Festival events also appear on the [Careers Facebook page](#)
- The registration links are bit.ly tracked

### Physical presence

- PVC banners for the festival will be put up w/c 27<sup>th</sup> January. Similarly, The Fair PVC banners will be put up w/c 3<sup>rd</sup> February.
- A1 posters for the festival and The Fair will be put up in University Place and the Atrium.
- The Fair stickers will be available. They can be put on any other printer collateral.
- From 28<sup>th</sup> January there will be a Careers stand in the Main Library. Alongside general Careers information, there will also be printed assets for My Future Festival.
- The Atrium will have printed assets available w/c 27<sup>th</sup> January.
- A3 posters are printed in house. If you would like to put up any around the University buildings, please contact [Zofia/Callum](#).

## Marketing collateral

My Future Festival design work follows a festival themed approach, this means the headliner events appear on the line-up and all other events are promoted via general promotion assets, by linking to their respective [registration pages](#) or [Facebook events](#).

### [Digital assets](#)

#### **Digital assets include files for the following channels:**

Website (incl. My Manchester)

Social media: Facebook, Twitter, LinkedIn, Instagram, WeChat, Weibo

Email marketing

#### **Instagram**

11<sup>th</sup> February - Instagram story @officialuom and a plug for the finalist campaign

5<sup>th</sup> March – follow up Instagram story @officialuom to promote any further support and upcoming events

## Email communications

---

The Student Engagement team will send out email campaigns as follows:

29<sup>th</sup> January - My Future Festival email (all UGs, PGTs, PGRs)

4<sup>th</sup> February - Finalist campaign (UG finalists)

6<sup>th</sup> February - My Future Festival reminder email (all UGs, PGTs, PGRs)

11<sup>th</sup> February - The Fair (all UGs, PGTs, PGRs)

28<sup>th</sup> February - Finalist campaign reminder (UG finalists)

I will contact individuals separately to include My Future Festival in their upcoming email campaigns.

Sample collateral

MANCHESTER 1824 The University of Manchester

TWO WEEKS OF CAREERS EVENTS 10TH-21ST FEBRUARY 2020

# MY FUTURE FESTIVAL

---

## THE LAUNCH

LEARN WHAT THE UNIVERSITY CAN OFFER YOU  
11 February, 10.30am-3.30pm,  
Uni Place

## THE FAIR

GRAD JOBS. PLACEMENTS. PG STUDY AND MORE  
17 February, 12pm-4pm,  
Manchester Academy

---

## THE BIO & PHARMA FAIR

20 February, 12pm-4pm, Whitworth Hall

## THE CHINA FAIR

21 February, 10am-3pm, Uni Place

### "I DON'T KNOW WHAT I WANT TO DO"

10 February, 10am-11am & 4pm-5pm,  
Room 1.34, Simon Building

### THE BIG CAREERS DROP-IN

18 February, 10am-3pm,  
The Atrium, First Floor, Uni Place

---

### LINKEDIN ACADEMY

14 February, 1pm-4pm, E7, Renold Building

### HOW TO DO WELL AT PSYCHOMETRIC TESTS

Multiple events, check website for dates

### MASTERS: NEXT STEPS FOR YOUR CAREER

14 February, 11am-12pm, 2.218, Uni Place

### INTERNATIONAL STUDENT CAREERS

19 February, 12pm-2pm, Theatre C, Simon Building

PRESENTED BY THE CAREERS SERVICE

FIND OUT MORE AT [MANCHESTER.AC.UK/MYFUTUREFESTIVAL](http://MANCHESTER.AC.UK/MYFUTUREFESTIVAL)

OPEN TO ALL STUDENTS & RECENT GRADUATES

MANCHESTER 1824 The University of Manchester

# MY FUTURE FESTIVAL

# THE FAIR

GRAD JOBS. PLACEMENTS. PG STUDY AND MORE  
Monday, 17 February, 12pm-4pm, Manchester Academy  
[manchester.ac.uk/myfuturefestival](http://manchester.ac.uk/myfuturefestival)

MANCHESTER 1824 The University of Manchester

# MY FUTURE FESTIVAL

# THE LAUNCH

LEARN WHAT THE UNIVERSITY CAN OFFER YOU

MANCHESTER 1824 The University of Manchester

# MY FUTURE FESTIVAL

# LINKEDIN ACADEMY

Friday, 14 February  
1pm-4pm  
E7, Renold Building  
[manchester.ac.uk/myfuturefestival](http://manchester.ac.uk/myfuturefestival)

MANCHESTER 1824 The University of Manchester

# MY FUTURE FESTIVAL

# THE BIO & PHARMA FAIR

Thursday, 20 February  
12pm-4pm  
Whitworth Hall  
[manchester.ac.uk/myfuturefestival](http://manchester.ac.uk/myfuturefestival)

## Contact information

For communications & marketing queries:

Zofia (zofia.rozalska@manchester.ac.uk)

Callum (callum.mcavan@manchester.ac.uk)

For event queries:

Anna (anna.lomas@manchester.ac.uk)

For The Atrium/Main Library Careers stand:

Sarah (Sarah.Mallen@manchester.ac.uk)

For the finalist campaign:

Jenny (jenny.sloan@manchester.ac.uk)