

FRESHERS' FAYRE

FRESHERS

Freshers' Fayre is the main opportunity for societies to promote themselves to students, attract new members, and showcase what they have to offer. It plays a key role in helping students find communities and activities they want to be involved in during their time at uni.

WHEN AND WHERE

Semester 1, Week 1

MAGEE	Tues 22nd September The Sports Centre
COLERAINE	Wed 23rd September The Diamond Hall
BELFAST	Thurs 24th September BC Building

9.30am - 3.30pm (set up and take down time either side)

Click [here](#) to book your stall

STAFFING YOUR STALL

Freshers Fayre runs from 9:30am to 3:30pm on each campus. You will need to arrive in advance to set up and pack away at the end of the day.

To ensure your stall is covered throughout the day, plan ahead and confirm which reps are available and when they can help.

PLANNING YOUR STALL

We'll provide a table, a UUSU-branded tablecloth, and a UUSU Societies pop-up banner if your society doesn't already have a personalised one.

To make your stall stand out, think creatively about how you can make it fun, welcoming, and reflective of your society.

Your table should attract passers-by and give them a clear sense of what your society is about. When planning your setup, consider whether you will need additional materials such as Blu Tack, string, or tape, and bring these with you if required.

BRANDING

Passers-by should be able to immediately see who you are. Make sure your society name is clearly displayed and easy to spot.

Some societies may have a personalised popup banner available. Check with your Student Activities Coordinator to see if there are any society specific branding or materials stored in the office.

INTERACTIVE ELEMENTS

Think about how you will encourage students to stop, engage, and chat with you:

- Can students take part in a short “give it a go” activity?
- Are you running a simple competition they can enter?
- Could you create a fun poll for students to vote in?

Interactive elements can help make your stall more memorable and welcoming.



FREEBIES

Everyone expects to pick up a few goodies at Freshers Fayre!

You can purchase treats up to a total value of £15, keep your receipt and claim this money back from our society grant fund by following our **Purchase & Payment Process**

Also check with your Student Activities Coordinator to see whether your society already has merchandise available in the office.



PROMOTION

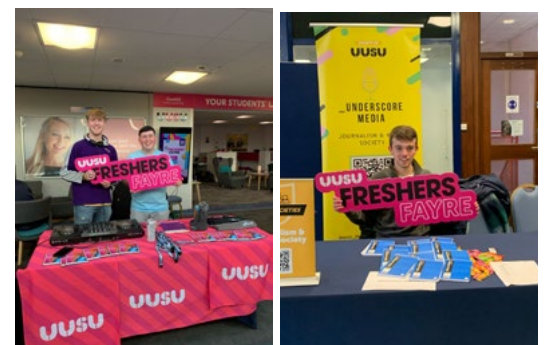
Have details of your upcoming activities and events ready to share with students. A clear schedule can encourage them to sign up on the spot.

Make sure you highlight the benefits of membership — for example, are your events cheaper for members?

CONTENT

Make the most of the day by taking photos using the UUSU selfie frames and banners provided. Upload these to your society webpage on www.uusu.org to help prospective members get to know who you are.

Fun photos and short videos are also ideal content for your society's social media channels, helping you extend your reach beyond the event itself.



MEMBERSHIP

Promoting your society is important but securing member sign-ups is the ultimate goal.

Make sure you are familiar with your society webpage and are clear on the cost of membership. We'll provide you with a printed QR code which will direct students to your society webpage so they can purchase membership online.

You should also be prepared to accept cash memberships. We will provide an official sign-up sheet, but you should bring coins to give change where needed. Membership forms and cash should be deposited in the UUSU office so we can ensure all members are added to your online database, allowing you to message them directly.

If there is anything you need during planning, please let us know via MS Teams.



If there is anything you need just give us a shout.

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