EXPLORE-U
You’re Invited...
Showcase your products and services to the entire first-year class! That’s over 5,000 students in one day.

EXPLORE-U
Sept 3rd

REGISTER NOW!
https://www.ofyp.umn.edu/exploreu

University of Minnesota
Driven to Discover™
EXPLORE-U

Saturday, September 3, 2011

Find YOUR Place in the Student Experience

Explore-U is part of a University-wide first-year student initiative, Welcome Week. Over 5,000 new students will start their campus experience at Welcome Week. This program is designed to enrich the student experience and introduce them to resources and community opportunities they will frequent for the next four years.

Know Your Market

Millennial Generation
- Millennials require creativity and playfulness to engage them. Using games, activities and giveaways allow students to make an emotional connection to your business.
- The world’s 80 million millennials spend roughly $200 billion annually. This means an average University of Minnesota student spends approximately $2,500 per year in discretionary income.

Courtesy of Cornell University Millennial Research

Impact of face-to-face interaction
- 78% tell friends and family about events they attend.
  - 90% within two days
  - 69% mention sponsors of the event
- 98% of those exposed to a product or service will recommend that product or service after a positive experience.
- 85% feel positive about the companies or brands they interact with once an event is over.

Your Opportunity at Explore-U
- Interact with over 5,000 new students
- Gain positive exposure to the Class of 2015, as well as upperclassmen, faculty and staff.
- Start the fall with more business and brand identity on campus.
- Inclusion in University publications and communication materials.

Results: We know students, let us help them know you
- Providing positive student experiences develop loyalty and long lasting relationships with student consumers early in their college journey.

Your Next Steps
- Go to https://www.ofyp.umn.edu/exploreu to register for the event.
- Register as soon as possible - spots will fill quickly!
- Call Emma Casey or James Liberman with any questions you may have at 612-624-1979 or e-mail ofypmktg@umn.edu.

“Live events are essential for building brand awareness, and creating consumer driven word of mouth.”
- Event Marketing Institute

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