Calendar

**APRIL – MAY**
- **UAC applications open**
  - Year 12 students receive their UAC PINs and start their application, driving large numbers of users to UAC website.
  - Book a display package to start your brand awareness campaign for April and May and engage students early.

**JUNE – AUGUST**
- **Students explore their study options**
  - Book in display advertising or sponsor UAC communications to continue your brand awareness as Year 12 students research their study options. This is the perfect time to promote early offer schemes and open days through a direct messaging campaign. Secure leads to nurture throughout the admissions year.

**SEPTEMBER**
- **Students starting to make decisions about their future**
  - Application and preference engagement spikes due to deadlines for UAC early bird fees and early offer applications. Make the most of this increased engagement with a direct messaging campaign.

**NOVEMBER**
- **Students are looking for options to reduce HSC and ATAR anxiety**
  - UAC’s early offers are released, which sees a large spike in engagement within applications.
  - Book in a strategically timed direct messaging and display advertising campaign to keep your brand front of mind.

**DECEMBER**
- **Students are ready to convert**
  - Engagement peaks within UAC applications and on the UAC website.
  - Book in a display campaign to ensure that your brand is front and centre on UAC’s website and application to reinforce your institute as applicants’ top choice.
  - Send a direct messaging campaign just before or after the ATAR is released to capture an audience that is making decisions.

**JANUARY – MARCH**
- **Students are looking for pathways to pursue their dream career**
  - Most Year 12 students eagerly await January offer rounds to see if they will receive an offer to their first preference.
  - Retarget past campaign recipients or target a new recipient group who are highly motivated to secure a higher education opportunity and searching for options that suit them.

**Reach**

**Converse**

**Intrigue**

**Engage**

**Recruit**

**On-board**