



Rocking Future 2022

Ignite your passion and follow your heart

What is the RockingFuture Career Expo?

RockingFuture is an established career expo that has been interacting with SA schools for over 19 years. No more aimless meandering through packed halls hoping to find and talk to a learner that is interested in your brand. This creative expo incorporates learners, teachers, colleges, international universities and companies to give learners the information they need to make crucial decisions about their future after leaving school.

All of this takes place at their school during school hours at no cost to the school or learners. The RockingFuture expo targets the top performing schools in South Africa. Schools with a Matric pass rate of above 90% and annual fees above R15 000 p/a are invited to host the RockingFuture from January to June annually. We contact many that fall within this criteria, but select 230 schools annually to fit into a very tight schedule.

Unlike other career expos, exhibitors at RockingFuture are given the opportunity to introduce themselves to the learners by means of a multimedia presentation or verbal introduction. After all the introductions (16 – 26 exhibitors) the learners are given an opportunity to directly interact with the representatives of each exhibitor to ask all the burning questions they have about study opportunities, bursaries and even student accommodation.

3RC has adhered to the COVID-19 regulations as set out by our government and will continue to do so as long as it is needed.

35 000 Learners Reached every year



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Where do we go?

The expo is facilitated by professional presenters and to add to the youthful, vibrant atmosphere, music, giveaways and quiz shows all form part of the show. Although the atmosphere is young and vibrant the expo is professionally organised and expertly structured to ensure maximum effect for all exhibitors involved. During the 60 - 120 minute expo learners experience a wide range of activities that all add up to an unforgettable edutainment experience.

7 Regions

Johannesburg

24 - 11 Jan | 14 - 18 Mar
22 - 25 Mar | 5 - 22 Apr

Pretoria

14 - 25 Feb | 9 - 17 May

East Rand

28 Feb - 11 Mar | 25 Apr - 6 May

Port Elizabeth

31 Jan - 4 Feb

Cape Town

7 Feb - 10 Mar

Bloemfontein

14 - 17 Mar

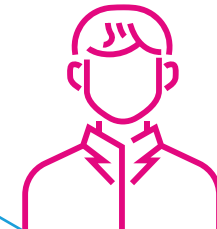
Pietermaritzburg, Midlands and Kwa-Zulu Natal

6 - 13 Apr | 21 Apr - 19 May

230 Schools Visited



26 Private Tertiary
Institutions





Gold Clients

3RC will interview and train a representative through 3RC to represent you at all the RockingFuture activations. Training material as well as marketing collateral must be delivered to 3RC no later than one (1) month prior to the first activation that your brand is taking part in. You will also have the opportunity to play a 30 second multi media clip as part of your introduction. Total introduction time is 60 second (max) intro, verbal as well as media clip.

Data gathered from 10 industries
These are listed in the exhibitor contract

Cost per Region

Johannesburg (62)	R74 400.00
Pretoria (32)	R38 400.00
East Rand (32)	R38 400.00
Bloemfontein (8)	R 9 600.00
Port Elizabeth (10)	R12 000.00
Cape Town (44)	R52 800.00
KZN (42)	R50 400.00



Silver Clients

As in Bronze option your representative will have the opportunity to introduce your institution but we will also allow a 30 second multimedia clip to be used. This gives a visual impression of your institute, campus life and future career options. The media clip will have to meet all specifications as set out in the exhibitor contract. You will have a 60 second (max) intro, verbal as well as media clip.

Data gathered from 10 industries
These are listed in the exhibitor contract

Cost per Region

Johannesburg (62)	R43 400.00
Pretoria (32)	R22 400.00
East Rand (32)	R22 400.00
Bloemfontein (8)	R 5 600.00
Port Elizabeth (10)	R 7 000.00
Cape Town (44)	R30 800.00
KZN (42)	R29 400.00



Bronze Clients

A representative/s is chosen and employed by your institution. They will be permitted to exhibit at RockingFuture. Your rep/s will set up a stand with your branding and be ready to interact with the students during the mill around time. You will have a 45 sec (max) verbal introduction.

Data gathered from 5 industries
These are listed in the exhibitor contract

Cost per Region

Johannesburg (62)	R37 200.00
Pretoria (32)	R19 200.00
East Rand (32)	R19 200.00
Bloemfontein (8)	R 4 800.00
Port Elizabeth (10)	R 6 000.00
Cape Town (44)	R26 400.00
KZN (42)	R25 200.00



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MOTIVATE
& INSPIRE

Marketing to schools

2021 taught us that you can never be over-prepared, and this means that the Virtual Portal will once again be the go-to for schools that booked for the live Rocking Future EXPO and cannot honour their contract due to the pandemic. These schools automatically move over to the Virtual Portal and complete the expo online. In 2021 almost half of our LIVE Rocking Future Schools selected this option.

3RC will continue to send out marketing boxes to these schools and a further 70 in outlying areas together with lesson plans, competition posters, and tertiary marketing material.

We sincerely hope and pray that 2022 will have fewer restrictions due to the covid pandemic but we have to be ready for whatever comes our way.

In the case of schools moving over to the Virtual Portal rather than hosting the show live at their school, we will view a marketing box delivered and data gathered as a show completed. No refunds will be considered in this case.



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SELECTED EXTRA SERVICE
Database Collation
Not Included in Options

Your brand will be granted access to the database that is collected at every LIVE activation in the regions you booked and shows you attended. This is sent to one person within your organization. Please ensure to read all the terms and conditions of the contract for guidelines on the ethical use of this data. Due to the POPI act, no more data will be sold to any client. 3RC remains the sole owner of all data gathered. In the light of goodwill, 3RC will include the data gathered at the live shows as part of our offering to our client. 3RC can not guarantee the number of data that will be gathered at any school. Learners may not be forced or coerced into parting with their personal information. 3RC will continue to work with teachers to get the necessary permission from parents and thus put them at ease regarding the use of their personal information. All POPI protocols will be adhered to for the safety of all concerned. Data will be distributed according to the industry interest selection of the students. Learners fill in a data form where they select to receive information from colleges and universities that provide education in selected fields of interest. We supply learners with over 30 condensed industry fields. The selection of data that will be made available will depend on the level of participation.

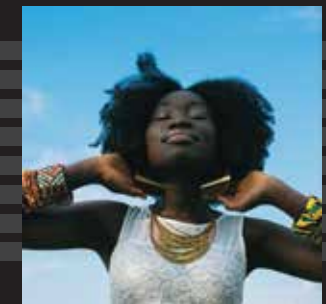
How can you become part of the Rocking Future Experience?

You are free to select as many or as few regions as you would like, be advised that the more regions you select the bigger your reach will be. Once you have selected which regions you would like to visit with RockingFuture you will need to select an option that contains the Branding Opportunities you wish to make use of during RockingFuture.

Please note that you may not select individual schools within a region, once you have selected a region and the contract is signed you will be obligated to attend all RockingFuture expos in that region.

Please note that we cannot accommodate more than 26 institutions per region and as such you will need to book as soon as possible to avoid disappointment

Contact us to book your spot
+27 01 8222 000
info@3rc.co.za



Please think of our earth and do not print this

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