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What is the RockingFuture Expo?

The RockingFuture Career Expo is an interactive study expo with 22 year's experience with the top tier private and ex-model C schools. We have a targeted, captive audience. This means that we can guarantee that your institution will be visited by learners who are interested in what you have to offer.

2

What are our criteria for the schools?

Our schools are carefully researched and vetted. All schools must have a 90%+ pass rate and an annual school fee of R15 000.00 minimum. This ensures that for the most part the learners will be able to afford a private tertiary education, a gap year or overseas study placement.

3

Why should you choose the RockingFuture Expo?

Unlike other expo's the RockingFuture introduces our exhibitors with a video and the opportunity to verbally introduce their institution, this way we eliminate aimless wandering by the learners. Once we have introduced everyone, the learners get the opportunity to speak to the exhibitor representatives they are interested in.

4

How does the RockingFuture Expo work?

We have a choreographed, carefully timed show where we not only introduce our exhibitors but also aim to make it a fun experience for the learners. With, videos, music, games, prizes and talented MC's to keep the learner's attention. All during school hours.

5

Where and how?

The RockingFuture Expo visits 240 schools from January to May each year. In order to do that we have two shows a day in two regions. We have two teams, one that stays inland for Johannesburg, Pretoria and the East Rand. The other team will travel to our coastal regions of Cape Town, Port Elizabeth, Durban and Pietermaritzburg.

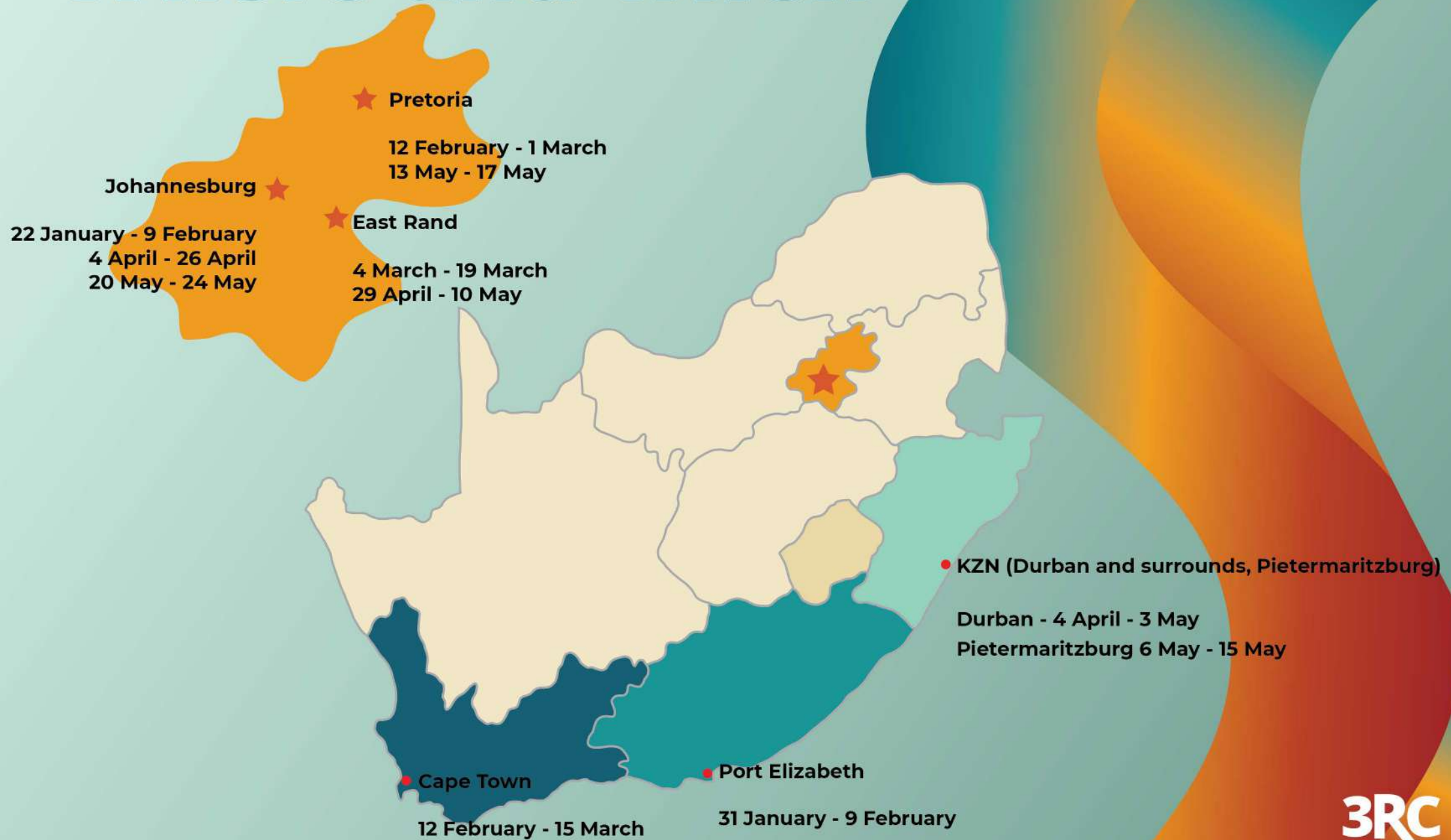
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The nitty-gritty

There is space for 28 exhibitors per region. 26 On site and 2 Off site clients. What is an off-site client? We have two tablets per team where we play your video* As an on-site client we recommend that you have a banner, table cloth and marketing materials as well as a representative that is knowledgeable about your offerings*

* Further information will be provided on page 6

Where and when



Our Packages

E

ELITE

With this option you have a rep at the schools, your representative will have the opportunity to introduce your institution in 1 minute and 30 seconds - this includes a 30-45 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.

Johannesburg (64)	R52 480.00
Pretoria (35)	R28 700.00
East Rand (35)	R28 700.00
Port Elizabeth (14)	R11 480.00
Cape Town (44)	R36 080.00
KZN (48)	R39 360.00
National (240)	R196 800.00

S

STANDARD

Your representative/s is chosen and employed by your institution. You will have a 60 sec verbal introduction. We suggest that they keep it concise and punchy. Your rep/s will set up a stand (tables and chairs are provided by the schools) with your branding and be ready to interact with the students during the mill around time.

Johannesburg (64)	R45 440.00
Pretoria (35)	R24 850.00
East Rand (35)	R24 850.00
Port Elizabeth (14)	R9 940.00
Cape Town (44)	R31 240.00
KZN (48)	R34 080.00
National (240)	R170 400.00

O

OFF SITE

This brand new option is designed for the smaller private institutions that cannot spare staff to attend the shows. This package includes a 1 minute video introduction and a 2-3 minute instructive video (with subtitles) to be played on tablets during the show's mill around time. We will have your brochures and enquiry cards available to the learners with the tablet (the RF team will take care of the setup and administration). These slots are limited to 2 per region

Johannesburg (64)	R38 400.00
Pretoria (35)	R21 000.00
East Rand (35)	R21 000.00
Port Elizabeth (14)	R8 400.00
Cape Town (44)	R26 400.00
KZN (48)	R28 800.00
National (240)	R144 000.00

Career Areas

1

Engineering & Technology

2

Agriculture & Environment

3

Business, Finance & Management

4

Computers & Information Technology

5

Law & Languages

6

Health & Natural Sciences

7

Human, Social Development & Education

8

Arts & Culture

9

Services

Data is collected at every school, the learners have the option to share their data with us or not and we reserve the right to share this data with our clients.

We adhere to the POPI act and therefore we cannot share the learner's information with anyone who was not physically present.

Because of the POPI act we need proof that our clients receiving the information was present. That is why registering at every show is so very important to 3RC. This proof is to protect you and 3RC.

3RC can not guarantee the amount of data that will be gathered at any school. **Learners may not be forced or coerced into divulging 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.

Elite

Our Elite clients will receive the data from all 9 Career areas.

Standard

Standard clients are able to choose from 4 of the 9 Career areas.

Off Site

Off site clients do not receive any of our collected data *

In the past we had paper registers, register books amongst other methods. This year we are trying a new, hopefully more effective, form of registering your representatives for each show.

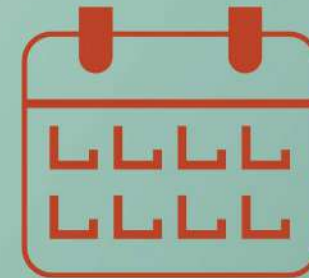
We will have a daily QR code that, once the representative(s) answered the questions will be available to you as a spreadsheet.

The spreadsheet will have a date and timestamp as well as your representative's name, the institution they are from and the school that is hosting us for that day.

Registers



Calendar



We use the Google calendar to schedule and share it with the representatives. We create a new calendar for each region so you will not see any other regions :)

It is very simple to use and best of all it is a free app. It does however need to be updated regularly.

How do I get my Google Calendar to update?

- * Open the Google Calendar app .
- * In the top left, tap Menu .
- * Tap Settings .
- * Tap the name of the calendar that isn't showing up. If you don't see the calendar listed, tap Show more.
- * At the top of the page, make sure Sync is on (blue).

What do you need?

On Site



A well trained, well spoken, knowledgeable representative. If you do not have a representative, we have a preferred supplier that you can contact. A reliable stand-in for when things go wrong

01

02



A 30 - 45 second Video. We will not accept anything longer than that in 2024.

Video specifications:
16:9 HD video at 25 fps.

Branding and marketing materials. We suggest the following:
2 Pull up banners, a table cloth and marketing materials. A giveaway is always a draw card.



03

04



Adequate resources for your representative(s) such as reliable transport, access to marketing materials and cell data to find their way to the schools.

Off Site



A 2-3 minute video (with subtitles) that is informative and conveys what a live representative would. This will be used on our tablets for your stand.

01

02



A 1 minute introductory video. We will not accept anything longer than that in 2024.

Video specifications:
16:9 HD video at 25 fps.

You need a pull up banner, inquiry cards or a data collection sheet, as well as brochures or pamphlets.



03

04



A collection schedule (collected at your own cost). We will ensure that your inquiry cards are sent to our offices where they can be collected.

6 THE END

We are all done! The MC's will thank everyone, maybe even share a motivational quote and send the learners on their way. Only once the last learner has left the hall can we all pack up and move on

5 LET'S GO!

By now everyone had a chance to chat and get info. Let's do a dance off, play a game to see how much they have learned and give away some prizes.

1 LET'S START THE SHOW

The learners are welcomed into the hall and asked to sit down. We quickly run through some rules for the show, explain why we are here and what the little magazine they got is. And we play a quick game.

2 HI MY NAME IS

Our MC's introduce each exhibitor, play their video and give the representative a chance to introduce them self. Your rep will have 30 seconds to 1 minute to speak.

3 BUT WAIT THERE'S MORE

We will try to have brand partners on board each year. How this work is that we play an advert for the brand and give some of their product or samples to the learners during the run of the show. These ad breaks will happen as we introduce the exhibitors.

4 WALK ABOUT

During this part of the show, we give the learners and exhibitors the time to chat, get information and find out where their future lies.

HOW THE ROCKINGFUTURE
CAREER EXPO RUNS



FIRST STEP



SECOND STEP



THIRD STEP



FOURTH STEP



SIXTH STEP



FIFTH STEP

Marketing to schools

The past few years have taught us that you can never be over-prepared, and this means that the virtual Portal - **swiwel.com** 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 or other acts of God. These schools automatically move over to the **swiwel.com** and complete the expo online.

For the past four years 3RC has been sending out marketing boxes to the schools that sign up for **swiwel.com** and the virtual experience. In 2024 we would like to encourage a fully virtual experience. We ask that, rather than sending them brochures and prospectuses, that our participating industries to send a poster or a small gift for the teacher. We hope that this will encourage the teachers, parents and learners to rather access your brochures, prospectuses, and other information from **swiwel.com** rather than putting more paperwork in the classrooms.



We also offer Social Media advertising packages. We have packages to suit your pocket as well as the option to advertise on only one platform. Please contact suzette@3rc.co.za if you would like the rates for this service.

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 - *Elite, Standard or off site.*

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 28 institutions per region and as such you will need to book as soon as possible to avoid disappointment

Contact us to book your spot

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