

The RockingFuture Career Expo is an interactive expo with 23 year's experience with the top 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.

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.

Rocking Future

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.

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.



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.

There is space for 30 exhibitors per region. 28 On site and 2 Off site clients.

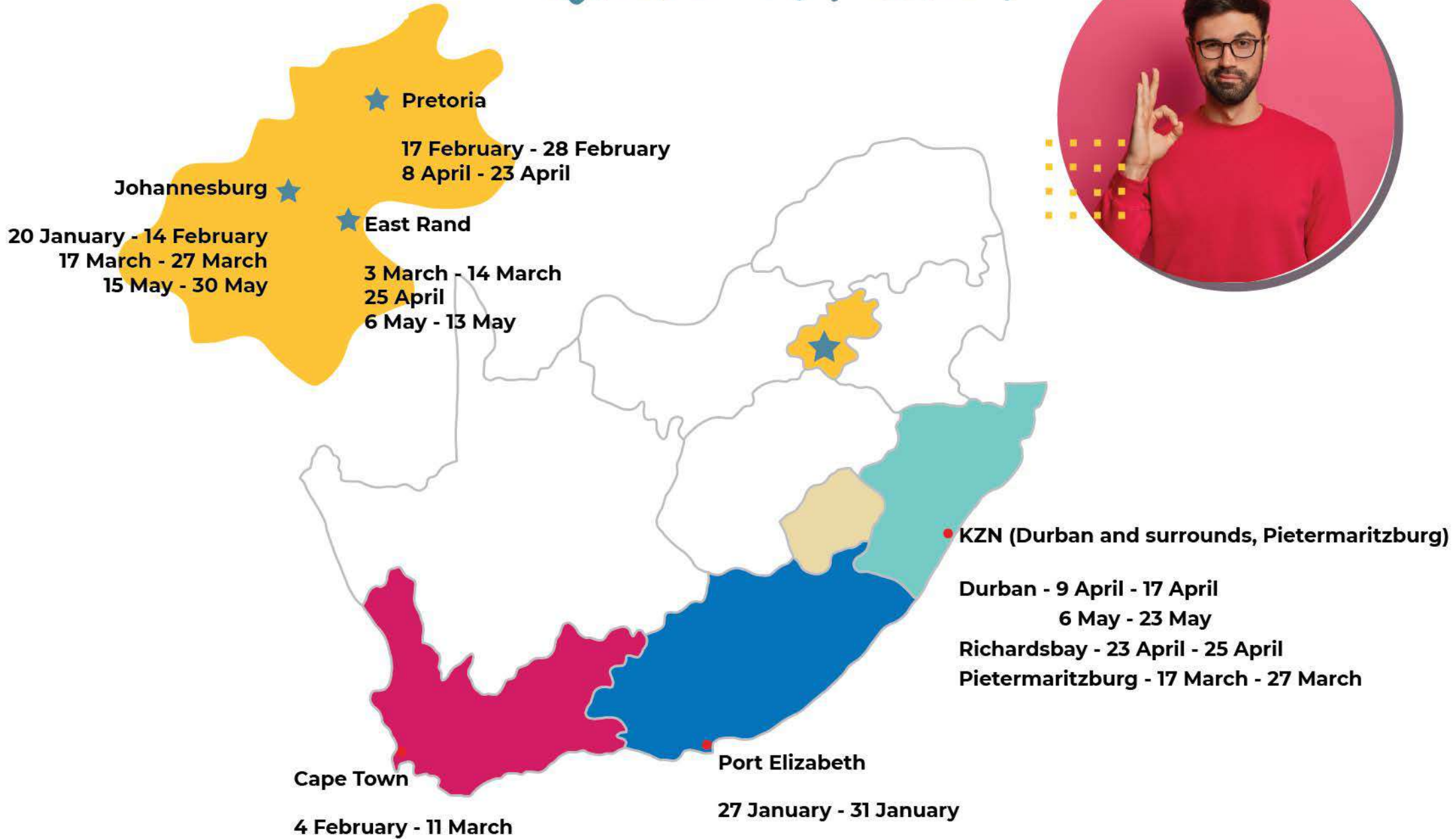
What is an off-site client? We have two tablets per team where we play your video*

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

Off site

This option caters well to smaller private institutions, offering an efficient way to showcase their offerings without needing staff to attend in person.

A 1-minute video introduction is perfect for capturing attention and providing an overview, while a longer instructive video allows for a deeper dive into what your institution offers. Having brochures and enquiry cards available alongside tablets adds another layer of engagement and convenience for learners. With limited slots per region, it's essential for interested institutions to act swiftly to secure your spot.

Standard

Having your institution's representative directly engage with students is a great way to personalize the experience. With a 60-second verbal introduction, it's essential to be concise and impactful, highlighting key aspects that make your institution stand out.

Make sure your representative is well-prepared to answer any questions and provide valuable insights during the interaction period. A branded stand will help create a memorable presence and enhance visibility among students.

Elite

Having a representative at schools with the chance to give a quick pitch and show a video clip is a fantastic opportunity to make a lasting impression.

Ensure that your video clip is engaging, informative, and reflects the unique aspects of your institution, from campus life to career prospects. Remember, you've got a limited time, so every second counts!

Johannesburg (66)	R42 900.00
Pretoria (35)	R22 750.00
East Rand (35)	R22 750.00
Port Elizabeth (10)	R6 500.00
Cape Town (46)	R29 900.00
KZN (48)	R31 200.00
National (240)	R156 000.00

Johannesburg (66)	R50 820.00
Pretoria (35)	R26 950.00
East Rand (35)	R26 950.00
Port Elizabeth (10)	R7 700.00
Cape Town (46)	R35 420.00
KZN (48)	R36 960.00
National (240)	R184 800.00

Johannesburg (66)	R58 740.00
Pretoria (35)	R31 150.00
East Rand (35)	R31 150.00
Port Elizabeth (10)	R8 900.00
Cape Town (46)	R40 940.00
KZN (48)	R42 720.00
National (240)	R213 600.00

Data

Your peace of mind is important to us. To ensure accountability, we require proof of attendance from our clients before sharing any information. This verification process safeguards both you and 3RC, maintaining the integrity of our partnership.

While we cannot guarantee specific data volumes from each school, we prioritize ethical data collection practices. Learners are never pressured into disclosing personal information, and our collaborative efforts with teachers aim to obtain parental consent, fostering trust and transparency in our processes.

Partner with 3RC for reliable insights that empower informed decision-making, while prioritizing privacy and compliance every step of the way.

**Select only the data that you
would like to receive
We are not limiting the
amount of options.**

At 3RC, we are dedicated to gathering valuable data from schools. Our approach prioritizes learner privacy and data security, ensuring transparency and compliance with regulations like the Protection of Personal Information (POPI) Act.

Here's how it works: Data is collected from schools, with learners having the option to consent to sharing their information with us. Rest assured, we uphold strict confidentiality protocols and only share data with clients after obtaining explicit consent.





Calendar

We utilize the power of Google Calendar to streamline our processes and ensure seamless coordination with our representatives. Each region boasts its own dedicated calendar, guaranteeing focused visibility tailored to specific needs.

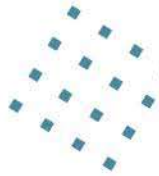
Why Google Calendar?

Google is simple, as a free application, it offers user-friendly navigation and intuitive features. However, to leverage its full potential, regular updates are essential.

Updating Your Google Calendar:

- Launch the Google Calendar app.
- Tap on the Menu icon located at the top left corner.
- Navigate to Settings.
- Select the name of the calendar that requires updating. If the desired calendar isn't visible, tap on "Show more" for additional options.
- Ensure that the Sync toggle is activated (displaying blue) at the top of the page.

Registers



In the past, paper registers, register books amongst other methods were used. In 2024 we initialised a QR code registration system. We will continue with this as it has been very effective.

We will have a daily QR code that, once the representative(s) answered the questions will be available to you as a spreadsheet. Please ensure that your representative knows to sign in immediately when they get to the show.

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.



What do you need

On site

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

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.

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

A 30 - 45 second Video. We will not accept anything longer than that.
Video specifications:
16:9 HD video at 25 fps.

Off site

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.

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

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.

A 1 minute introductory video. We will not accept anything longer than that.
Video specifications:
16:9 HD video at 25 fps.



How does the show work

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.

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.

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 themselves. Your rep will have 30 seconds to 1 minute to speak, no longer.

3 BUT WAIT THERE'S MORE

How this works is that we play an advert for a 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.



Marketing to schools

The past few years have taught us that you can never be over-prepared, and this means that the virtual Portal - **swivel.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 **swivel.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 **swivel.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 **swivel.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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