ENGAGE, RECRUIT, VERIFY

Working at the heart of the higher education sector for more than 45 years, we are the experts in graduate careers with unrivalled insight into the graduate labour market. We know what graduates do, where they go and what their motivations are.

We use this intelligence to guide and inspire career choices that enable students and graduates to make the best use of their skills – ultimately delivering you more relevant and high-quality applications for your postgraduate opportunities.

Once candidates have applied for courses we offer the opportunity to verify their qualifications using Prospects Hedd. Hedd provides enquirers with the ability to check academic credentials or authenticate a university or college in the UK. The remit of the service is to protect UK universities, employers and graduates from degree fraud.

Our established position in the sector ensures we connect with students at key decision-making points, from pre-university through to an experienced graduate.

WHAT OUR LABOUR MARKET INTELLIGENCE CAN DO FOR YOU

ACCESS REAL DATA

Want to know what graduates do? Our dedicated research team analyse the career paths, behaviours and destinations of more than 250,000 of the graduating cohort every year and produce the findings in What do graduates do? We also undertake bespoke research projects for those looking to evaluate, develop or improve their student and graduate engagement.

UNDERSTAND KEY TRENDS

Did you know that males were more likely to consider relocating for postgraduate study (64%) than females (57%)? Or that 59.1% of taught Masters graduates in work six months after graduation stated that their qualification was a formal requirement or an advantage when getting their job? We have the expertise to interpret and predict trends in graduate employment and postgraduate study. We share these insights with course providers, employers and careers advisers.

CREATE EFFECTIVE CAMPAIGNS

Our intelligence informs all your postgraduate student recruitment with us, allowing you to put together more targeted and productive campaigns.
LABOUR MARKET INSIGHTS

Launched in 2018, Luminate is the home of student and graduate labour market information from Prospects.

Providing a fresh voice for the sector, it is aimed at careers advisers, recruiters, employers and anyone interested in labour market information.

As an invaluable hub for data, trends, advice, and thought-leadership on the school leaver and graduate labour market, the information it provides will keep you up to date and informed. It publishes key research findings and industry news to help guide your postgraduate recruitment decisions.

With events running throughout the year and articles and insights shared regularly, register to receive monthly updates at www.luminate.prospects.ac.uk.
THE STUDENT JOURNEY

Our insight and research means we understand the journey to career success better than anyone. We engage with students throughout, allowing postgraduate course providers to position their institutions in front of students before the application process begins.

Users can connect with us at any point during their career journey and we provide them with valuable careers advice via a wealth of online content and job match tools. Potential postgraduate students may be studying, recently graduated or currently employed but looking to develop in their chosen field. Others may be looking for a complete career change. Whatever an individual’s circumstances, Prospects has the knowledge, expertise and resources to reach the people you need. Our multi-channel communications mean that students and graduates can access and receive course alerts suited to their preferences and stage of study wherever they are. Our comprehensive course search enables students to compare courses across a range of institutions.

With an unrivalled on-campus presence, our publications are available at 100% of UK university career services. Prospects attends careers and postgraduate fairs across the UK throughout the year. Alongside targeted email communications, social media and interactive digital products, we are ideally positioned to reach motivated students and graduates when they are looking to progress their career through further study.
ATTRACT THE BEST
We have a broad registrant profile, spanning first years to those looking to progress their career with a postgraduate qualification.

HIGHEST LEVEL OF QUALIFICATION

- 56% Bachelors Degree
- 26% Other
- 18% Postgraduate

Postgraduate
Students come to Prospects to explore options for continuing their studies, including PhDs and professional qualifications.

Bachelors Degree
We register around a third of all first year students.

Other
From pre-university students to those with the highest level qualifications, we engage with students at all points of their academic journey.

NATIONALITY OF PROSPECTS REGISTRANTS

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Registrants</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>16,534</td>
</tr>
<tr>
<td>India</td>
<td>27,357</td>
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<tr>
<td>Ireland</td>
<td>12,416</td>
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<td>Italy</td>
<td>8,886</td>
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<td>Malaysia</td>
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<td>Pakistan</td>
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<td>Poland</td>
<td>9,947</td>
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<tr>
<td>Romania</td>
<td>6,076</td>
</tr>
<tr>
<td>United States</td>
<td>13,968</td>
</tr>
</tbody>
</table>

GENDER

- 62% Female
- 34% Male

AGE

- 16-18: 14%
- 19-24: 20%
- 22-34: 42%
- 35+: 18%

ATTRACT THE BEST

- Average Monthly Site Sessions by Continent:
  - Americas: 300k
  - Africa: 150k
  - Europe: 1.5m
  - Asia: 390k
  - Oceania: 35k
The Online Journey

Prospects.ac.uk is fully responsive and designed with a user-centred approach, simple navigation and optimised content – reinforcing Prospects’ brand values through inspiring and illuminating design.

The site guides users along every step of their journey and is one of their first points of contact whether directly, through our strong relationships with careers services, via our print and digital portfolio, or by organic search. Our informative content typically ranks on page one of search results.

Our Career Planner and Job Match tools are accessed by more than 47,000 users each month, enabling them to explore their career choices and identify roles that appeal to them based on their skills and motivations.

Exploration of options is a very significant element of the student journey. Our detailed and trusted advice is often the first step to identifying careers and the qualifications needed to get there – more than 800,000 entrances to the site each month are to a job profile page.

Once the user has made their choice, they start searching for courses online and via social media. With an average of 100,000 course searches each month, our users look at listings alongside student case studies and university and department profiles to understand more about what’s on offer.

At the application stage, students and graduates are looking for CV advice and tips – one of our most popular sections on Prospects with 180,000 page views a month. We provide our audience with guidance throughout this process, in addition to keeping them up-to-date with the latest opportunities via email alerts.

Our Career Planner and Job Match tools are accessed by more than 47,000 users each month, enabling them to explore their career choices and identify roles that appeal to them based on their skills and motivations.

Researching/Information Gathering

- Is part-time study while working possible?
- What can I do with my degree?
- Will postgraduate study improve my career prospects?
- What are the course fees?
- Is funding available?
- Does the university have a good reputation?
- How do I prepare for a postgraduate interview?
- When should I apply?
- Who can I ask for a reference?
OUR PACKAGES
Build a bespoke campaign for your recruitment need to reach students and graduates across the UK and overseas at key-decision making times.

WEB
Prospects.ac.uk provides one unified experience across desktop, tablet, and mobile. Our multi-channel approach, along with an unrivalled understanding of graduate careers, means we direct students and graduates to the information and opportunities that are right for them. With 2.1 million visitors every month, Prospects.ac.uk is the UK’s biggest and busiest graduate careers website. Recruitment options include:
- University and department profiles
- Course listings
- Event listings
- Display advertising
- Branded solus emails
- Social media advertising
- Multichannel retargeting

POSTGRADUATE ENGAGEMENT
Across online, on-campus, and mobile channels, this package provides universities and departments with a complete annual recruitment solution. Display advertising in our flagship Student Career Guide is available in the dedicated postgraduate study section or within sector pages to attract those looking for a career change or to progress in a certain industry. With our pick and mix online options you can choose from:
- Optimised course listings
- Funding flags
- Email messaging
- Event listings

LAW
With monthly page views of one million, our law content provides unrivalled exposure to a targeted audience. The law package includes:
- Job, course, training contract, vacation scheme and events listings
- Display or profile advertising in Guide to a Career in Law – emailed to more than 130,000 students and graduates
- University and department profiles

e postgrad@prospects.ac.uk  t 0161 277 5200  @prospects  www.prospects.ac.uk
LOVE WHAT WE DO

More than 200 course providers use Prospects every year to attract candidates to their courses and promote their brand to a student and graduate audience.

The Prospects team helped us to get the most out of our limited budget. Offering advice on which types of ad options to use, and how to tailor them, we were able to achieve a very targeted response. End result – packed open evenings for both Masters and PhD programmes.

VASEEM KHAN, COMMERCIAL DIRECTOR, DEPARTMENT OF SECURITY AND CRIME SCIENCE, UNIVERSITY COLLEGE LONDON

Prospects provides an excellent vehicle for promoting graduate coursework and research programmes in the UK and beyond. With its strong online profile, association with Universities UK, and a familiarity within the UK graduate market, Prospects serves this function well.

RHETT MILLER, REGIONAL MANAGER, INTERNATIONAL MARKETS, THE UNIVERSITY OF MELBOURNE

Prospects delivered 600,000 impressions, 34 apply online conversions, indicating someone starting the application process, 22 of which came from Healthcare and 12 from Teaching. We also measured 26 clicks to sign up for the PG open day from Teaching and 39 for Healthcare so very good performance overall.

ZOLTAN FERENCZY, CLIENT MANAGER, SMRS

More than 200 course providers use Prospects every year to attract candidates to their courses and promote their brand to a student and graduate audience.
CANDIDATE VERIFICATION

Ensuring candidates have been truthful about their qualifications in applications is an important part of the recruitment process.

But it’s not just another background check – the rapidly growing market in fake degree certificates means that degree fraud is a real risk for any business. It’s not enough to just ask to see a candidate’s degree certificate – you should always check its authenticity with the awarding university.

Prospects Hedd is the UK’s official degree verification hub. As the trusted verification partner for SMEs, blue-chip recruiters, government ministries, embassies and background screening agencies around the world, it can verify a current or past student’s place of study, the award and grade received and dates of attendance.

11% of all organisations surveyed reported that they are not confident that they are protected from degree fraud
Source: Hedd Survey 2019

100k jobseekers lied about their qualifications over a three-year period

50% of companies surveyed had previously been a victim of degree fraud
Source: Hedd Survey 2019

25% of small and medium-sized enterprises (SMEs) reported that they do not check the degree credentials of the graduates they hire
Source: Hedd Survey 2019

Our firm has been using Hedd for many years now and it’s really an invaluable resource for us. Ensuring our candidates have the right qualifications is key to mitigating our reputational risk, as well as providing a top-quality service to our clients. Hedd ensures we can do this by verifying qualifications with their user-friendly interface and quick turnaround times, which is really important. Their approach to customer service is great for any queries that arise, with fast response times from their helpful support team.
GERALDINE MORAN, SENIOR ASSOCIATE, PWC

The Hedd service is brilliant – we love the instant verification on the website. Our account manager is fabulous, always responds to any queries as quickly as possible, and has gone above and beyond to fulfil our needs.
FELICIA FARRIMOND, SENIOR RECRUITMENT & VETTING CO-ORDINATOR – SECURITY, MANCHESTER AIRPORT
CONTACT US TO DISCUSS A TAILORED RECRUITMENT CAMPAIGN

We engage with our huge audience across multiple channels. Reaching your target audience couldn’t be easier with our suite of options that includes online profiles, emails, social media, retargeting, print and digital publications. Whatever your recruitment need, we can create a bespoke package to fulfil your requirements

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