

PURE POTENTIAL 2012

Target *bright, state-educated* students for your firm's internships, school leaver programmes, vacation schemes, spring programmes, open days, gap year schemes, insight events, taster days, work experience and graduate roles.

Pure Potential offers many opportunities for firms to make a positive, early impression and raise awareness of their brand to a large number of talented students aged 16-24

www.purepotential.org

Over 25 thousand students visit our website every year in search of information on school-leaver opportunities, universities and careers. Our partner firms have online profiles which include a brief overview of their industry, a 500-word description of their company and information on their recruitment process. We can also feature modules to promote particular opportunities to our students which we position on high-traffic pages to ensure maximum exposure.

£500 per year

APPLY® The Guide for Sixth Formers

Over 40,000 copies of APPLY® have been sold to schools and college in the UK in the last 18 months alone. With articles on applying to university, school leaver programmes, information on careers, work experience, gap years and CV writing, students are encouraged to keep their guide long after they leave school. APPLY® is printed in February each year, and we have a number of advertising options available.

Full page advertisement - £500 / Double page spread - £750

PP: Sixth Events

Our seven, nationwide PP: Sixth events are an excellent way of meeting many sixth formers each year. Students learn about applying to university, school leaver programmes, as well as attending Career Workshops run by leading employers. These workshops offer a snap-shot of the industry and an insight into working at the firm. As well as meeting our students face-to-face, our partner firms also enjoy exposure on all marketing material which is distributed to every state school in the country and to 20,000 students.

£2,500 for one event, £500 for each event thereafter

Our partner firms in 2011:



Our partner universities in 2011:



PP: School Leavers

In response to the rise in tuition fees we are hosting our first event in February 2012 for students considering bypassing university and going straight into a career. If you have opportunities for school-leavers this is an excellent platform to tell students about them.

£2,000

PP: Law

Our fourth annual PP: Law event will be held in April 2012 for 250 state-educated law undergraduates in their first year. We invite partner firms to host 25 students, give them a tour of their office, take them through a legal case study and introduce them to trainees, associates and partners.

£1,500

PP: Undergraduates

Pure Potential has a huge database of bright undergraduates. We can organise and market events to promote your firm and profession, and encourage these students to apply for insight events, spring programmes, internships and graduate roles. We will agree entry requirements with you in advance, market, organise and manage the event, and deliver a database of applicants along with feedback.

POA

PP: Communications

We have a database of 3,000 schools which is updated constantly, as well as a database of over 30,000 students from Year 12 through to graduate level who want to hear about opportunities from our partner firms. Through our position as providers of 'insider information' for students, we have successfully filled places on internships and other programmes with high quality applicants for many of our partner firms using email, SMS, Facebook and our website. We are able to monitor the success of our campaigns through our email and website tracking facilities.

£0.45 per student, £1.45 per school

Bespoke Service

Several firms we have worked with in the past offer unique opportunities such as competitions, work experience, bursaries, scholarships, and talent scouting; which greatly benefit both the students, and the firms' brand.

POA

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In seven years, Pure Potential has worked with over 50,000 state-educated students to plug the aspiration, knowledge and confidence gap between the independent and state sectors.

Pure Potential introduces firms and their opportunities to thousands of high-achieving state school students* as they make choices about their future.

Given this year's rise in tuition fees, there has never been a more crucial time for students to make informed decisions about university, school-leaver programmes and careers.

100% OF OUR PARTNER FIRMS RATED US 'GOOD' OR 'EXCELLENT' FOR OUR STUDENT COMMUNICATION, WEBSITE, EVENT MANAGEMENT AND STAFF IN 2011

* Pure Potential – Student Profile

PP students are predicted an average of 400 UCAS Points (A=120 UCAS Points)

Over half of PP students have no parental history of HE

Over half of PP students are from ethnic minorities

43% of PP students are from low-income families

A third of our students go on to study at a Russell Group university

Three quarters go on to a university in the Times Top 50



"Working with Pure Potential is a really good way for us to engage with our target audience to inspire the next generation. The events are always well organised, professional and the students are of a high calibre."

– Institute of Chartered Accountants in England and Wales



"It is crucial to educate firms about the barriers, both real and imagined, which exist for large numbers of students. Both parties come out of Pure Potential much better informed."

– Freshfields Bruckhaus Deringer

"Pure Potential has provided high-calibre, motivated students with practical advice and guidance about university and an early insight into a wide range of careers. Our involvement in Pure Potential is an important part of our diversity and inclusion strategy at Allen & Overy and we are delighted to support the programme."

– Allen & Overy



"Pure Potential plays a vital role in helping state-schooled students with their future, pushing them further than their schools can."

– Student