

The background is a solid light pink color. It is decorated with several pixelated red hearts of various sizes and white starburst shapes. A large, pixelated red heart is positioned behind the text, serving as a backdrop for the word 'unioncloud'.

unioncloud

CREATING CONNECTIONS
WITH

FALL IN LOVE WITH

Housekeeping

- ♥ Please turn off cameras throughout the duration of the meeting
- ♥ Please mute your microphone when not speaking
- ♥ Please use the chat feature during the meeting to ask questions
- ♥ The session will be recorded, this and the slides will be shared after

FALL IN LOVE WITH

Objectives

- ♥ To learn more about how UnionCloud and native integrate with one another
- ♥ Learn more about the features native has to offer

FALL IN LOVE WITH

Introductions

UnionCloud Team

Rebecca Butler: Community Manager

Adam Bardsley: Product Owner

Amy Dowling: Community Executive

native

Tony Payne: Head of Sales

native.

native & students' unions

Creating new opportunities
for the Sector

2021



Our mission is to help institutions improve the lives of students

By empowering SUs with better technology and services, **native helps:**

- ▶ **Students** have the best time through amazing experiences
- ▶ **Students' Unions** better engage students and capture more money to reinvest on campus
- ▶ **Brands** get access to offline and online student marketing channels



Some of the SUs who have partnered with native to bring amazing experiences to their students

CUSU

GOLD
SMITHS
STUDENTS' UNION

Keele SU

MDX
SU

THE UNION

JM
SUNW
SUBRIGHTON
STUDENTS' UNIONBRISTOL SU
the best student lifeUS UNION of
STUDENTS

uea SU

UNIVERSITY OF EXETER
STUDENTS' GUILDgreenwich
students unionHertfordshire
Students' UnionHULL
UNIVERSITY
UNION

UoNSU

STUDENTS'
UNION
University of
Manchester

SUSU.

STRATH
UNION
EST. 1966UNIVERSITY OF SUSSEX
STUDENTS' UNIONCHRIST CHURCH
STUDENTS' UNIONCITY
STUDENTS' UNIONRH SU ROYAL
HOLLOWAY
STUDENTS' UNIONuclan SU STUDENTS'
UNIONASTON
STUDENTS' UNIONLiverpool
Guild of
StudentsUniversity of
Roehampton
LondonUEL STUDENTS'
UNIONTHE STUDENTS' UNION
QUEEN MARGARET UNIVERSITY
EDINBURGHRS
U.TU
DUBLIN
SU

src

warwick
SUTHE FALMOUTH & EXETER
STUDENTS' UNION

HOPESU

BLBSU

RGU ROBERT GORDON
UNIVERSITY ABERDEENSUnderland*
*Students UnionQueen Mary University of London
Students' UnionNorthumbria
University
NEWCASTLEUNION
OF
KINGSTON
STUDENTSSTUDENTS'
UNION UCL

Empowering SUs starts with leveraging technology to achieve national scale



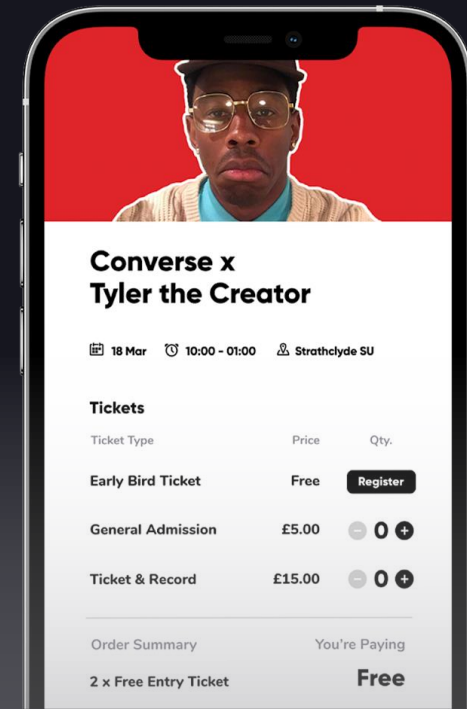
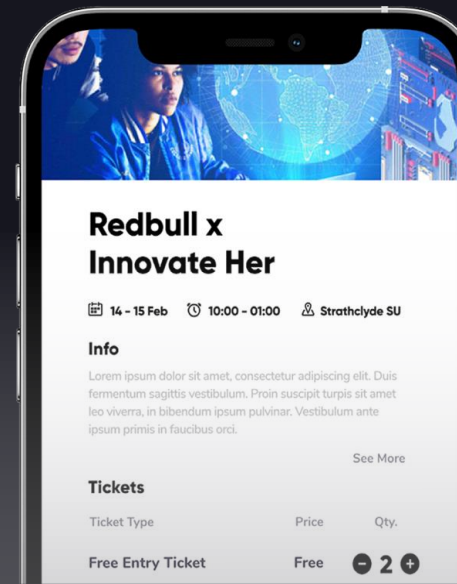
2019 – 2020: Brand activations

Native have years of experience working with some great brands and agencies to bring quality content to SUs, including:

- A 43 show tour for BBC Radio
- A tour of free Sigma shows for Yoti
- Hosting the Red Bull basement shows
- Converse All Stars feat. Tyler the Creator

BBC
RADIO

Brands trust the native team & platform to deliver great events



Spring 2020: Lecture Tours

The Problem: SUs want more diverse live content

The Solution: Rebuilding the SU touring network

The Outcome: Great on-campus content, risk-free profit-share for SUs

Case Study

native**talks.**

- 24 shows in 18 cities.
- National press (BBC, NME etc)
- Great response from students



Freshers 2020: We moved quickly to solve SU's engagement challenges during the pandemic

The Problem: Lockdown hit freshers events across the UK

The Solution: A platform for SUs to stream live, interactive virtual events

The Outcome: Students loved our online events and SUs saved hours of management time

10 million +

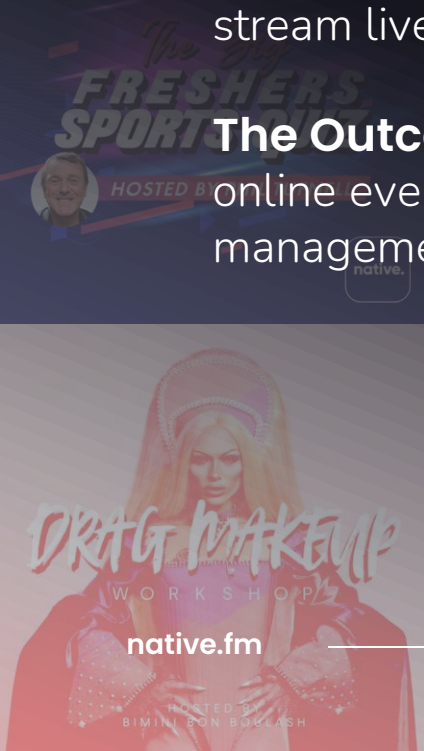
minutes of virtual content watched on native platform

8.6 / 10

Average student feedback rating for native shows

“ We’ve had a fantastic experience working with native’s virtual events team. They’ve made it possible for students to socialise and enjoy content virtually in a fun, safe, engaging way. ”

James Lay, Operations Coordinator



Wellbeing
Q&A

native talks.

YOGAGISE

October 2021: George the Poet for Black History Month

native was delighted to bring SUs a fantastic event for Black History Month on Tuesday 26th October 2021.

George Mpanga (born 14 January 1991), better known by his stage name George the Poet, is a Peabody award-winning, British spoken word artist, poet, rapper, and podcast host with an interest in social and political issues. George came to prominence as a poet, from which he progressed to spoken word and hip hop. This led to George being listed as a finalist for BBC Sound of 2015.

In 2018, Mpanga was elected to be a Member of the National Council of Arts for Arts Council England. Have You Heard George's Podcast? won five awards at the 2019 British Podcast Award including "Podcast of the Year".

"The George the Poet Event was awesome! We had so much kudos from the uni for delivering this. Felt like we had him just for the SU the way you delivered it. The production was excellent and we will definitely be booking more of this kind of content from you. Thank you!"

Nicolas Hamilton

native
talks.

native.



Native is delighted to bring SUs a fantastic event for University Mental Health Day on Thursday **3rd March 2022**.

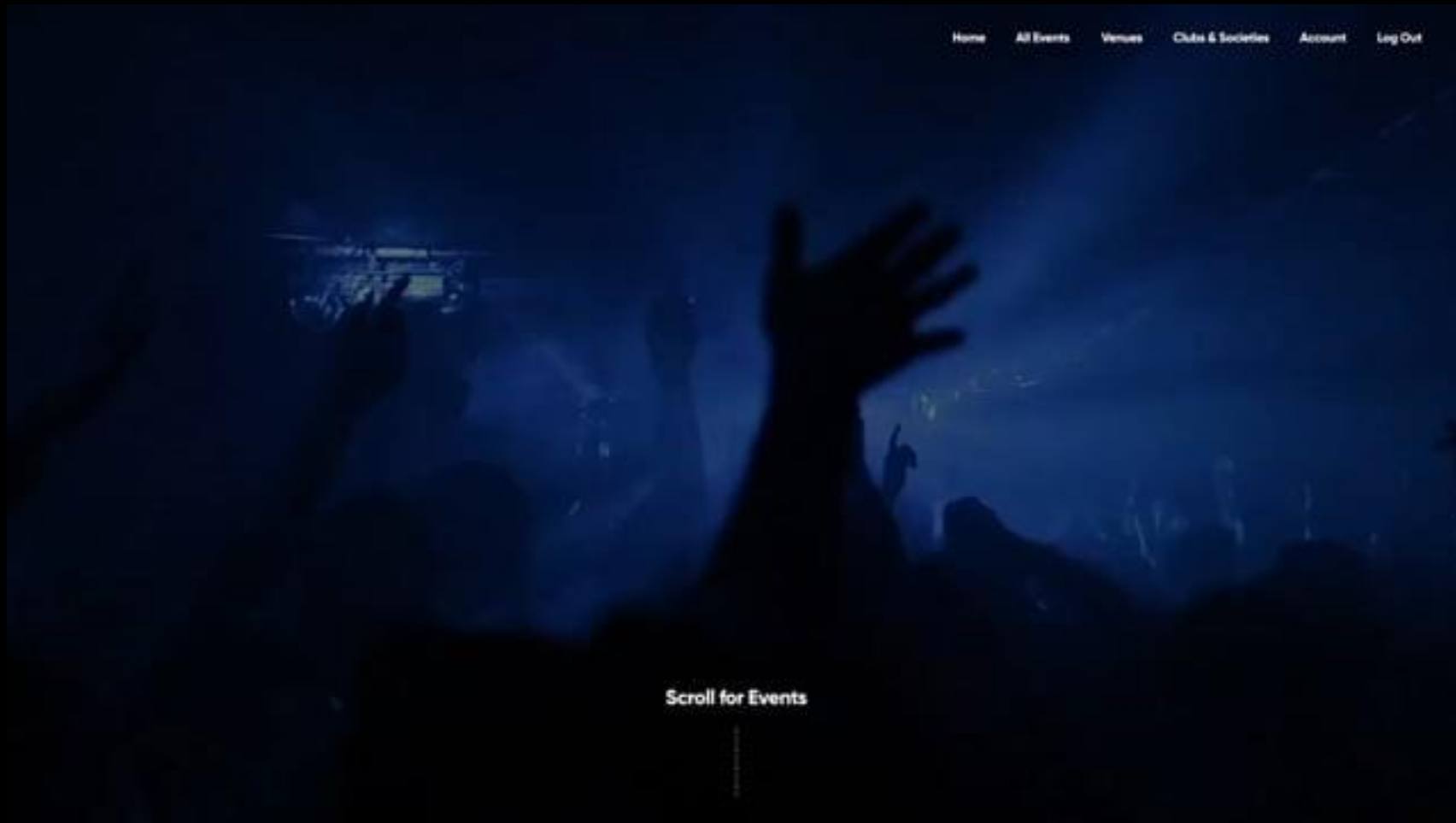
Nicolas Hamilton (born 28 March 1992) is an English racing driver who currently competes in the British Touring Car Championship. He races with a specially-modified car due to his **cerebral palsy**.

Hamilton is the paternal half-brother of seven-time Formula One World Champion **Lewis Hamilton**.

Nic is focused on sharing his **inspirational story** and his belief that your ambition is limited only by your attitude. Delivered in his genuine, down-to-earth, friendly manner, he recounts his personal story of motivation and facing down challenges, as well the lessons in teamwork that his sport has instilled.

Native events platform

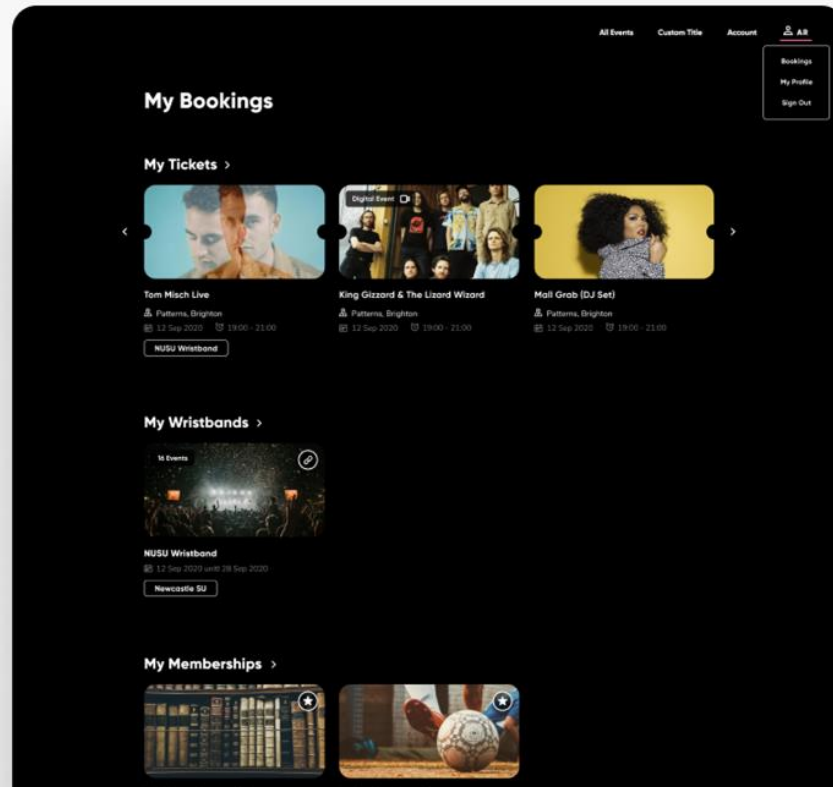
native.



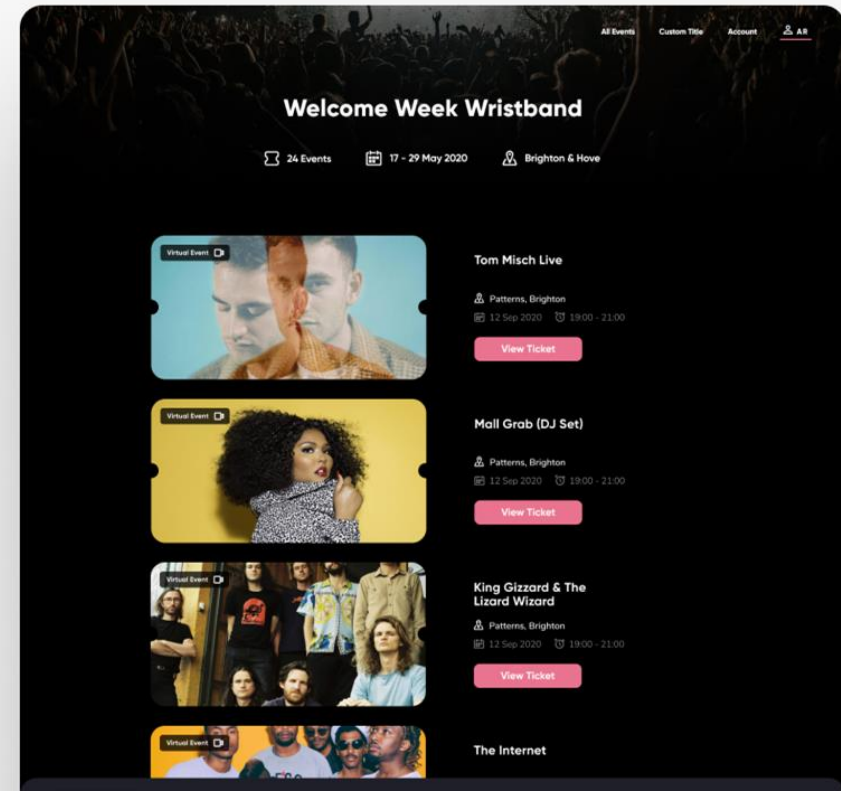
We have invested in a high quality, intuitive user experience that students will love

native.

Users can easily find all of their tickets in their user account

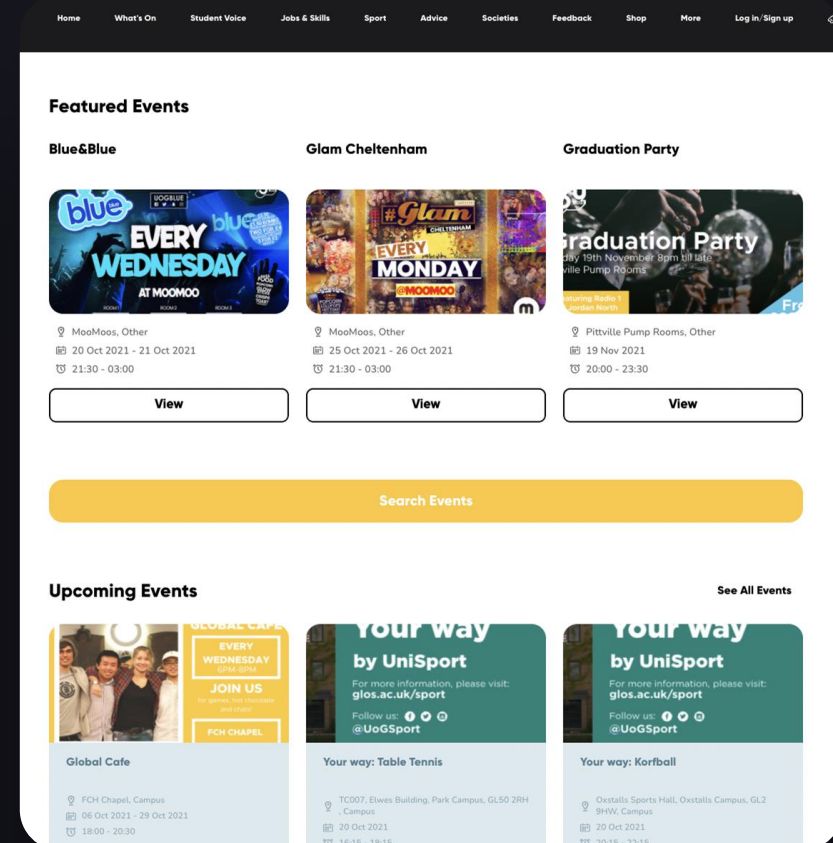


Students and unions love our user-friendly digital wristbands



Configure your native events to optimise for the specific requirements of your SU

- Highlight important events using the “Featured Events” section to keep them at the top of the page
- Upload dynamic content
- Customise FAQs and opt-in text
- Create custom filters and event tags
- Group themed events such as freshers into “super events, golden tickets & wristbands with their own listings and branding



Event creation offers the user flow & flexibility only found in specialist software

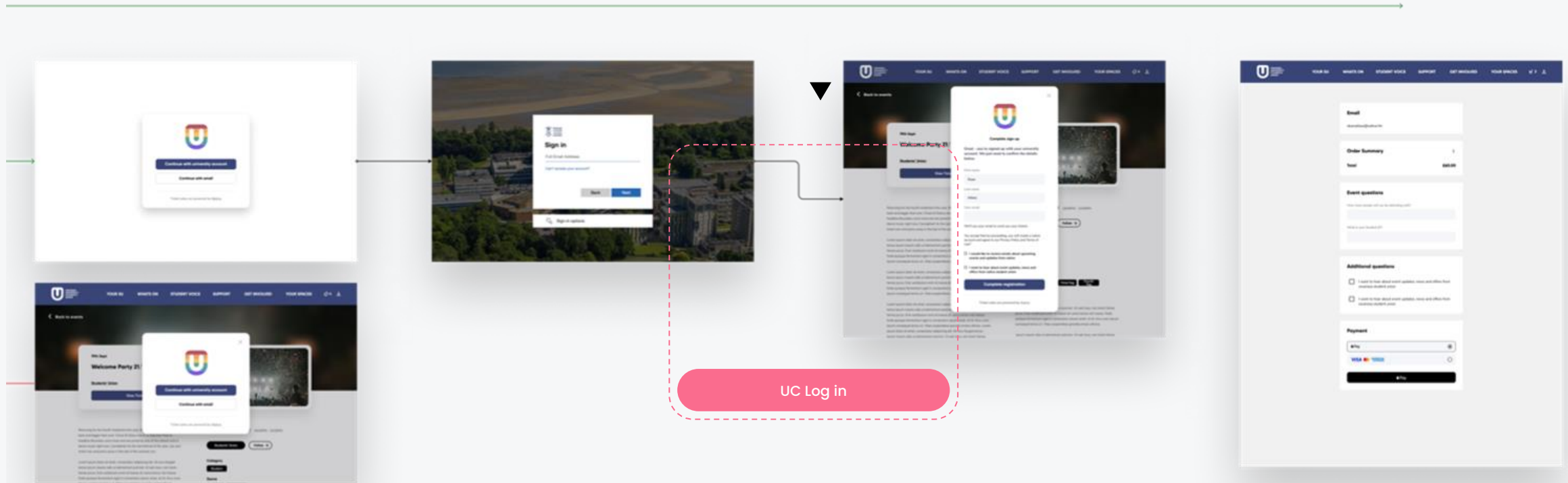
- Schedule onsale times and ticket releases
- Link to Spotify artist pages
- Customise FAQs and opt-in text
- Create custom filters and event tags
- Easily create virtual events and listings

The screenshot displays the 'Event creation' interface on the native.fm platform. At the top, there is a 'URL' field containing 'glasgowuniscrc.native.fm'. Below this, three radio buttons allow selecting the event type: 'SINGLE', 'SUPER EVENT', and 'PROMOTER' (which is currently selected). To the right, there are radio buttons for authentication: 'Standard (no SSO)', 'MSL (Login via MSL)' (selected), and 'U'. A dropdown menu shows 'Glasgow University Students' Representative Council' as the selected organization. An 'MSL Code' field contains 'gusrc'. The 'Basic configuration' section includes two color pickers for 'Background Color' and 'Home Page Title Color', both currently set to red. A 'Facebook Tracking ID' field is empty, with an 'Add' button below it. At the bottom of the color pickers, there are rainbow color bars with sliders.

Using the same verification system enables us to integrate the two platforms

native.

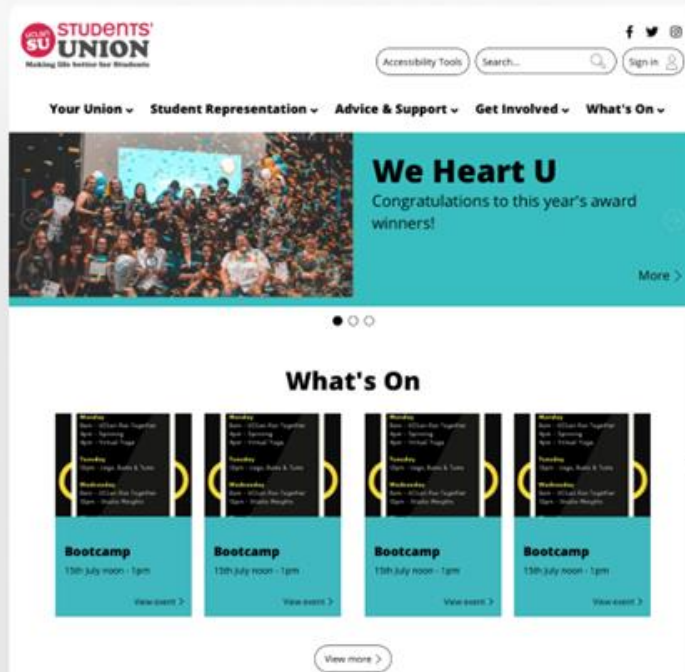
Via UC, native uses the university's SSO authentication system for user verification. This means that users share a log-in across both platforms.



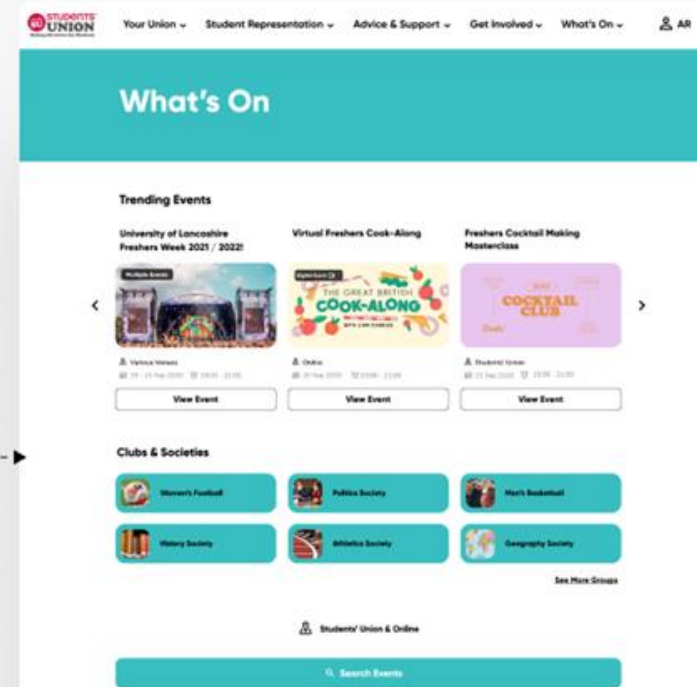
A powerful events module within your existing website: Header Bar

native.

Your existing SU website

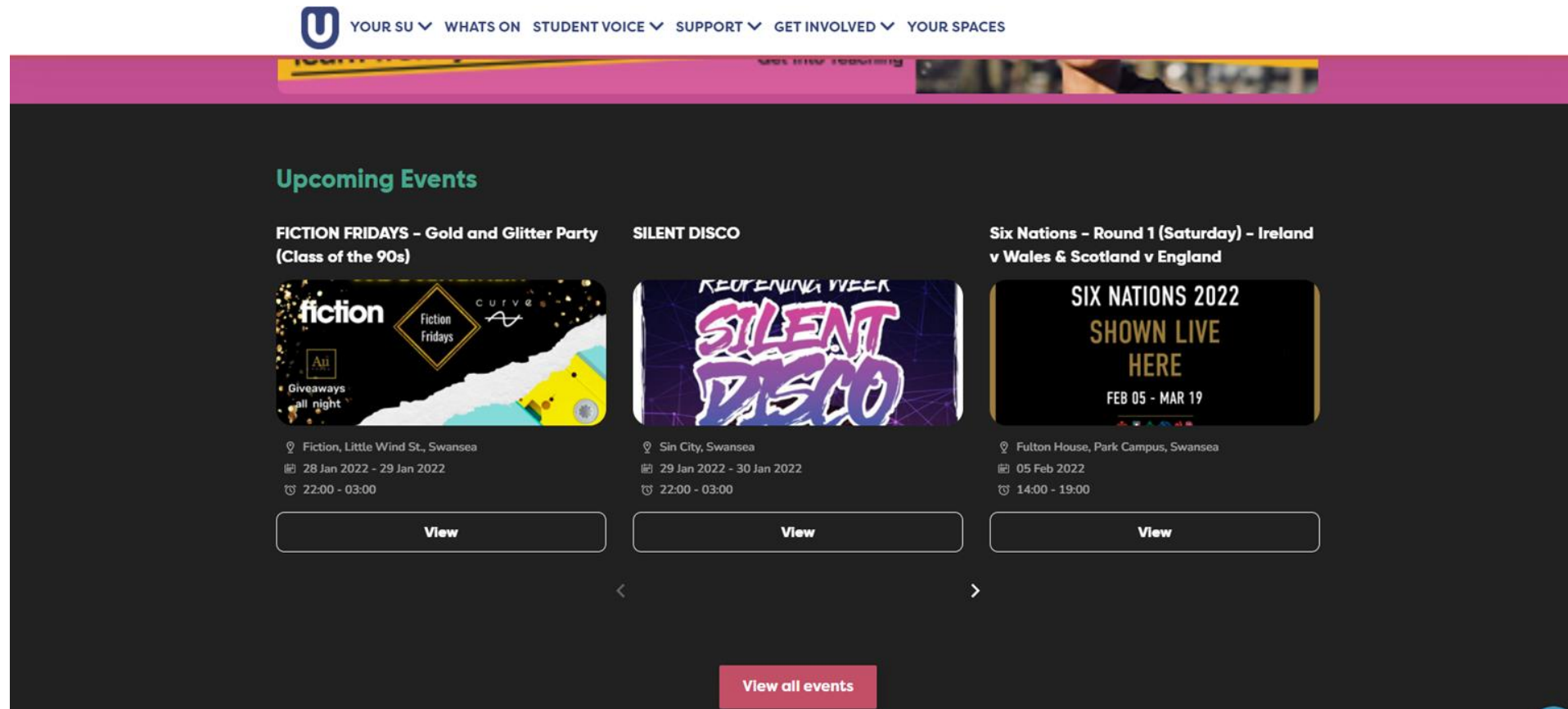


Native's events plug-in which replicates your branding & sits directly within your existing website.



A powerful events module within your existing website: Widget

native.



Two-way integration means listings & reporting are automatically updated

Automatically import UC events.

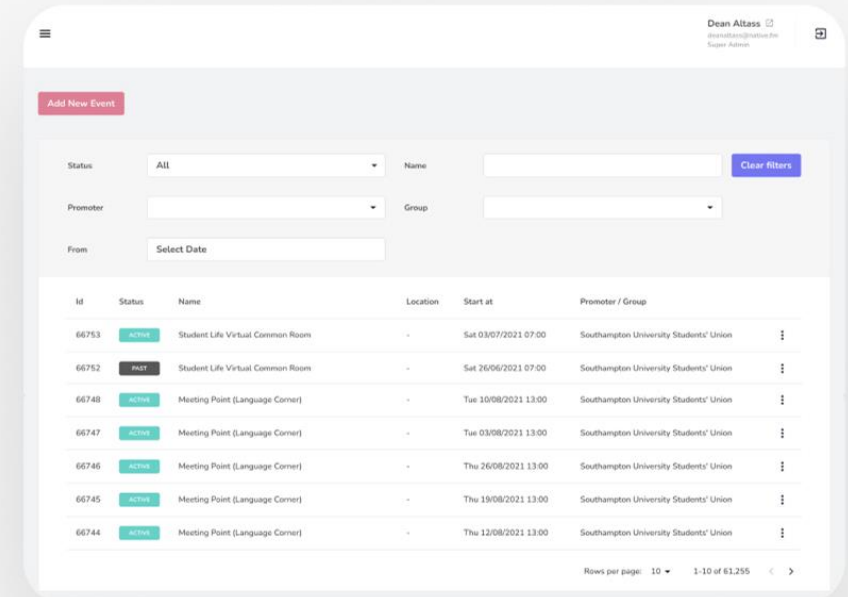
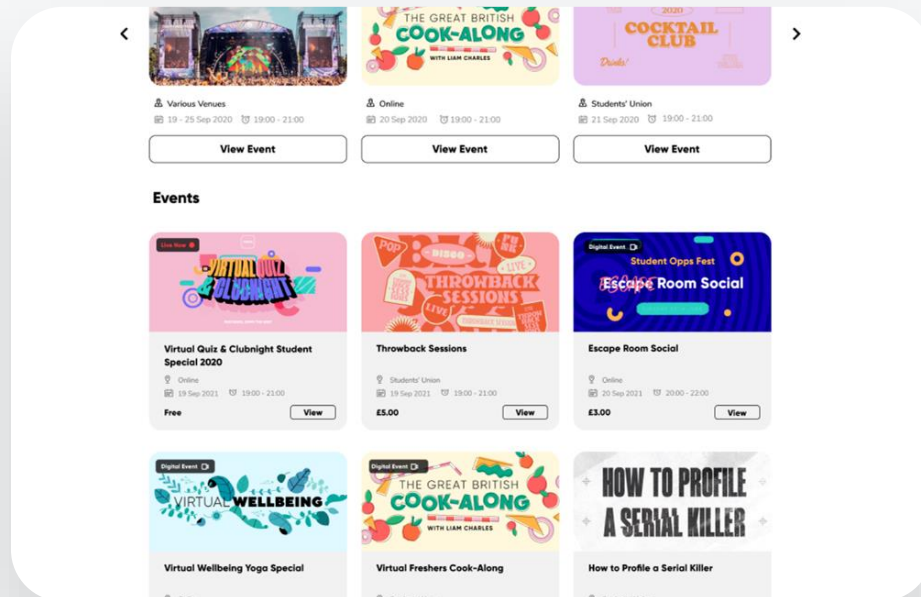
Enables you to offer the modern design and UX of the native platform within your existing website

A direct integration with UCs API means any event you list on UC will be imported into your native control centre, ready to be approved and uploaded into your single events feed.

Seamless reporting back into UnionCloud

User verification means that students who've signed in via this method are made known to the system via a non-identifiable unique ID

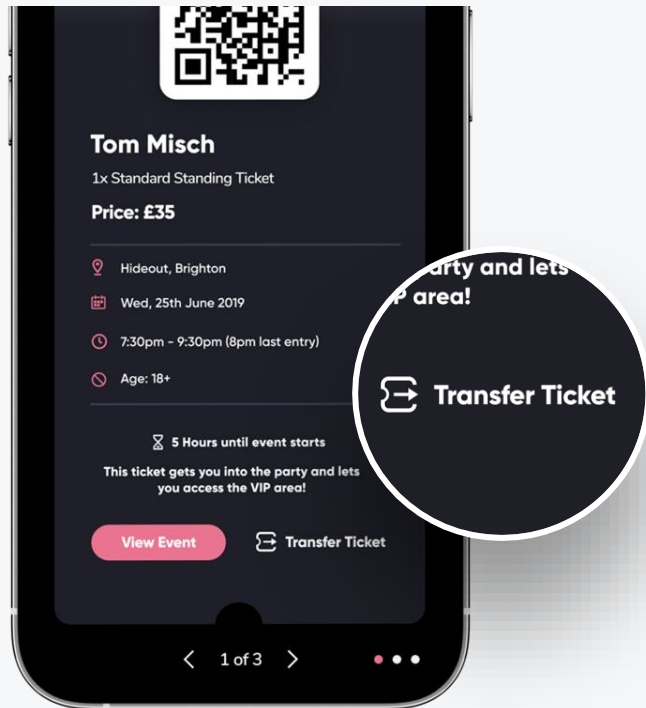
This means you get the additional benefits of native without losing any of your current reporting



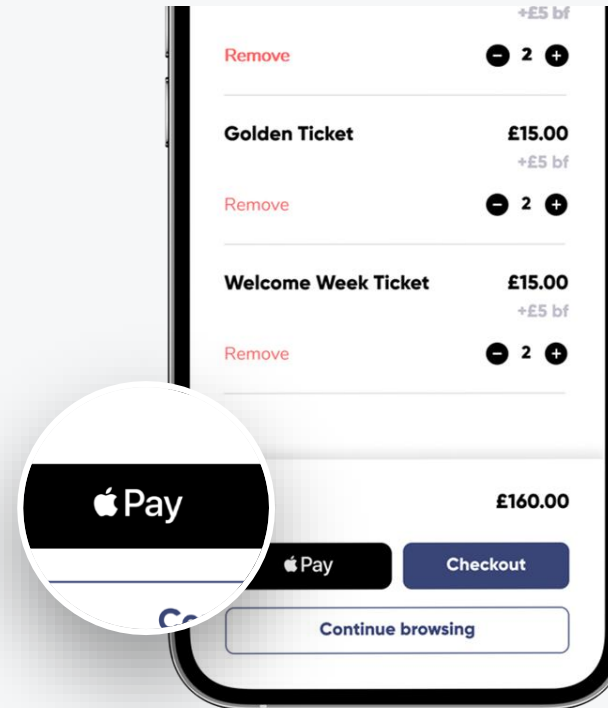
We have invested in a high quality, intuitive user experience that students will love

native.

Ticket transfer feature makes life easier for students and reduces admin for SUs



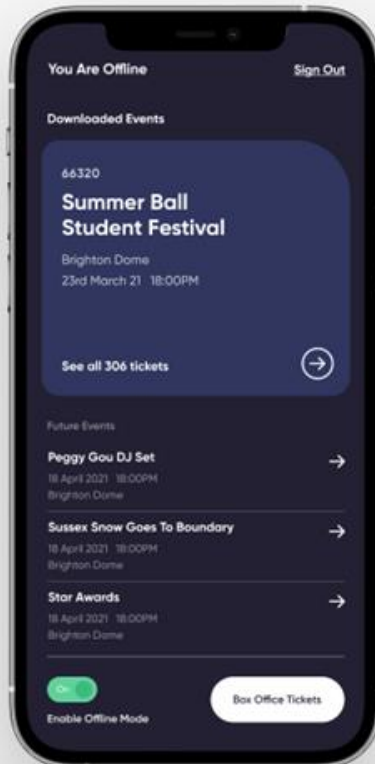
Checkout flow is slick and designed to maximise sales and minimise drop-out



Our scanning app looks great, is easy to use and offers a unique feature set

native.

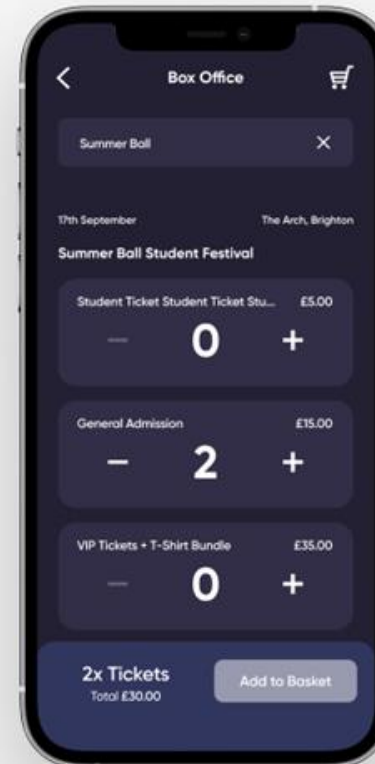
Events & Sales
Automatically Synced



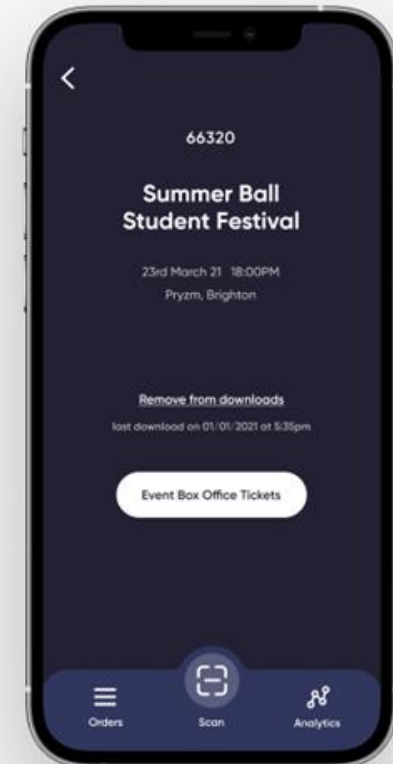
Track attendance with
real time event analytics



Box office for face to
face sales



Offline mode for when you
don't have internet



New for Winter 2021. Reduce queues and keep your students safe with covid passport integration

native.

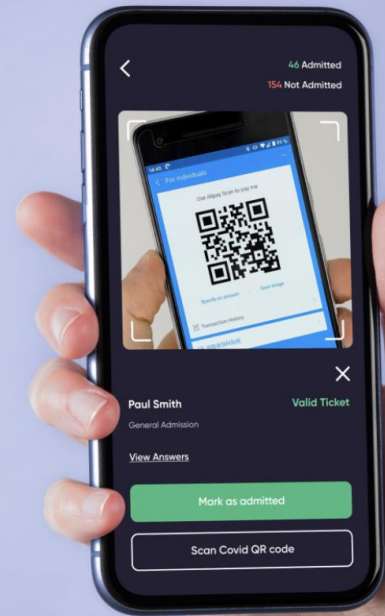
native has the resources and technical capability to be very responsive to feature requests from SUs.

One example is our recent embedding of covid passport scanning within our door management app which came from learning that separate covid and ticket scanning processes were leading to queues and safety concerns at SU venues.

Scan Covid
QR codes
straight from
your scanning
device



native.

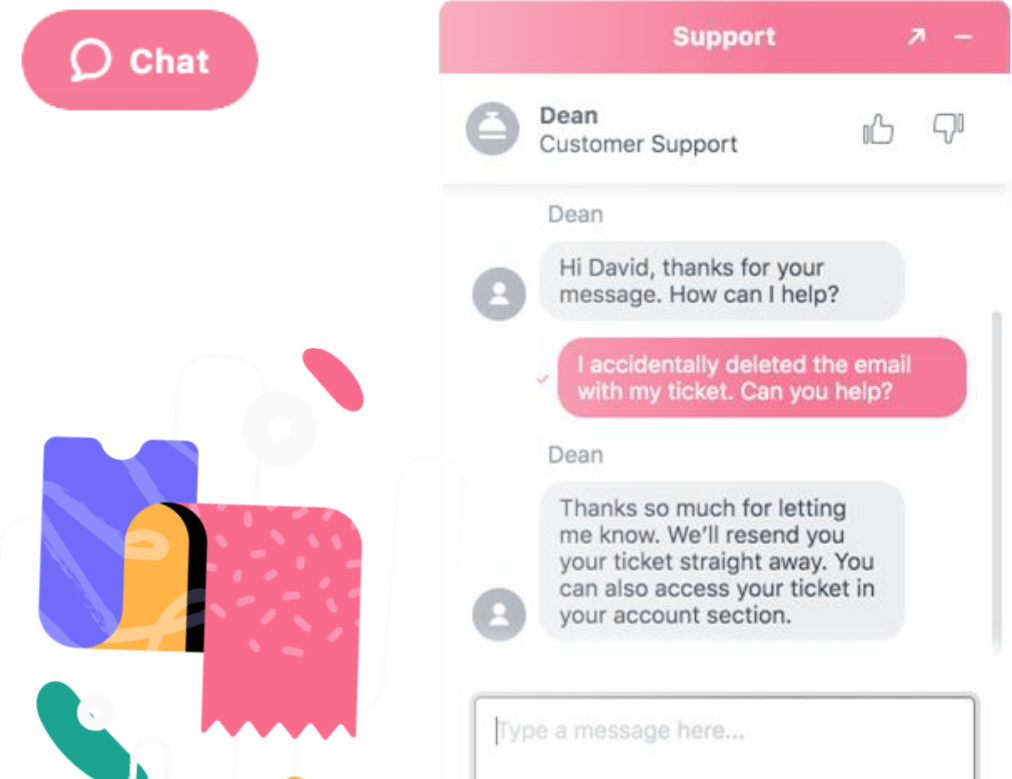


Keeping your students/
customers and staff safe

We want our SU partners to have as much time as possible to spend on creating great events for their membership so we provide a host of tools to ensure that customer support is covered for you.

- All native websites feature a Zendesk live chat plugin so that any ticketing enquiries can be dealt with by our support team
- Our support team are on-hand 7 days a week and work extended hours during busy periods such as Welcome Week
- During Freshers 2020 we dealt with 312 enquiries from one university alone saving an estimated 26 hours of administrative work for the SU!

Our customer support team are always available for SU staff and student queries



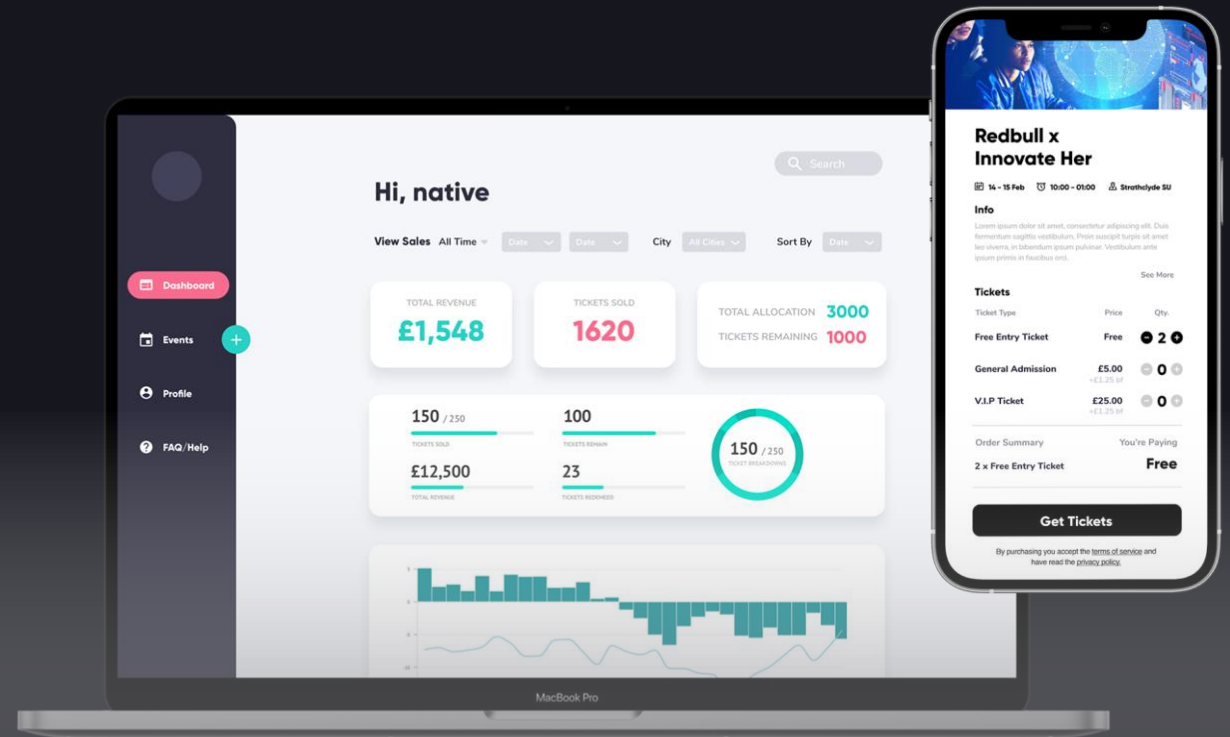
An integrated solution with an amazing feature set

	MSL	UnionCloud	native.
Student-only tickets	✓	✓	✓
User log-in via university's single-sign-on	✓	✓	✓
Facebook/ Google/ Instagram pixel tracking	✗	✗	✓
SEO optimised	✗	✓	✓
Featured events section	✗	✓	✓
Individual events feed for groups	✗	✓	✓
Standard Wristband ticketing	✓	✗	✓
Dynamic Wristband & Bespoke season tickets	✗	✓	✓
Mobile box office	✗	✓	✓
Apple Pay and Google Pay	✗	✓	✓
Online customer support	✗	✗	✓
Ticket wallet	✗	✗	✓
Ticket transfer feature	✗	✗	✓
Free mobile scanning app	✗	✓	✓
Multi-vendor barcode and QR scanning	✗	✓	✓
Compatible with native virtual events	✗	✗	✓

For 2022: a media management solution which increases sector GDP and offer SUs guaranteed revenues

The Challenge: SUs have amazing digital assets but national brands and agencies experience high friction when booking campaigns so these assets are undersold and SU ROI on media sales activity is marginal.

The Solution: A media management platform that makes it easier for SUs to manage media and for advertisers to buy access SU inventories.



Case Study:

"We only started working with the team in late summer 2021, leaving us just a few weeks to get the ball rolling before our busy Freshers period. The team got moving quickly, set up clear structures and processes, kept in constant contact, and made us feel like their top priority. We approached Freshers 2021 collaboratively, working together to make sure we could offer our clients an excellent service and opportunity to meet with students as we emerged from the pandemic. Our Freshers Fair was a huge success, and so much of that was down to the professionalism of the team. That dedication has continued throughout the year, with a personalised service that works for both us and our clients."

Guy Stepney,
Marketing and Communication Manager,



Case Study:

“Working with the team has been so helpful for us as an organisation. We are a small team and were lacking the time and resources to put into advertising whilst still needing the income this agreement has made the process so much easier! We went to a guaranteed yearly income which has been key for us as an organisation.

The team are lovely and are always happy to make adjustments to fit your needs which has been super helpful considering the constant changes the pandemic has brought.

They have brought some great brands in and amazing freebies for us to give to our students which have been really appreciated during our Welcome events. I would definitely recommend working with them”

Salome Dore,
Communications and Marketing Coordinator



We prefer to establish long-term partnerships with SUs

Our commitment to you:

- Free to partner (incl. software)
- A commitment to deliver risk-free event content

How you benefit:

- Improved engagement
- Amazing content
- Higher revenues
- A better student experience

What we ask in return:

- You use our platform for events promoted to all students

How we benefit:

- End-to-end events journey is our USP with brands
- Gives us the confidence to tour large events

Native Media Partnership Opportunity

Our commitment to you:

- You provide financials for media sales and sponsorship for the last three years as well as exclusivity clauses and vetoed products.
- Native provide you a price for media - guaranteeing you income for the next two to three years*
- You will make circa £20k saving on staff time. There will still be a requirement for some in house on the ground delivery. You can repurpose staffing into other areas of the business.
- Native provide the very best brand and commercial partnerships to enable you to improve the student experience.
- Between 50-75% of the way through the contract, we will aim to offer you a better price as our market continues to grow.
- We can look at more bespoke buyout arrangements or platform support if this is preferred.



**Thank you for your time. Please let us know how we
can help your union help its membership.**



A pink header banner featuring several red pixelated hearts and white starburst graphics.

FALL IN LOVE WITH

Happy Valentine's Day!
Thank you for joining us.

Questions?