



*“INXPO’s virtual event included great webcast content and the opportunity for students to receive a professional portfolio review, an opportunity not always available for our students.”*

- Daniella Dent, ACSA Membership Manager

## Who is ACSA

The Association of Collegiate Schools of Architecture is a nonprofit, membership association founded in 1912 to advance the quality of architectural education and currently includes 250 schools in both the U.S. and Canada. The Association provides a forum for ideas to faculty and students on the leading edge of architectural education and issues that will affect the architectural profession in the future. As part of their mission, ACSA decided to provide a Virtual Architectural College and Career Expo to help students learn about architectural careers.

## Goals

- › **Sell** virtual exhibitor space to participating architecture schools for student recruitment
- › **Reach** a large student audience to establish this virtual conference as an annually occurring event
- › **Engage** students by delivering four new and relevant webcasts that focus on selecting an architecture program

## Approach

ACSA partnered with INXPO using an **Online Event Solution** to host a four-hour expo which included over 40 Colleges and Universities with Architecture programs and three webcast sessions with related topics about selecting an undergraduate architecture program and graduate programs. The most beneficial aspect of the virtual event design was that students were able to submit their portfolios to reviewers to receive helpful feedback on their projects. The virtual expo format allowed for students and schools to participate from around the country including Canada at a minimal cost with maximum benefit for both exhibitors and student attendees.

## Results

480

pieces of content were downloaded by students from the event resource center

400+

students registered for the virtual event of which 50% logged in during the live webcasts

48

sponsor spaces were utilized to offer students a wide range of educational programs

95

portfolios were submitted for review for students to receive professional feedback