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Nothing can replace personal contacts

The Expo Center became a bustling hub of information on 14th October, the 3rd edition of the Go to the UP! Culture Fest. Zoltán Győrffy, Head of the Relations Directorate of the UP, sums up.

This is the third enrolment event linked to the Relations Directorate. How do they compare, how did the last one perform?

It's difficult to compare the three previous Culture Festivals, as the first one was completely online and the second one was just about able to loosen the epidemiological restrictions (for example, wearing a mask was still compulsory). Fortunately, this year's event was held in a relaxed environment, so we were able to implement the elements of the program that we had been preparing for a long time. The autumn 2022 event was also followable online - hundreds of people watched the presentations - but the focus shifted to face-to-face interactions.

How satisfied can the UP be with the event?

The turnout exceeded all the targets we set ourselves. It was a great feeling to be there and to see the queue to get in at 9am and the atmosphere inside the Expo Centre was buzzing. We have learnt a lot from the event and are now discussing what could be done differently, what could be done better, what needs have been expressed. Fifteen years ago, the UP organized a similar event called the UP Admissions Day, which was eventually dropped because it seemed to be successful in informing applicants online. Indeed, online communication is a great tool to reach many people, but the personal contact is missing. The experience of being able to go up to a student, talk to them and they can share their experiences, or get their questions answered in a counselling session, sit in on an impromptu lecture and get an idea of who their tutors might be, hear what the participants in a round table discussion think about the future of their chosen course, and so on - these are the valuable moments that help to decide whether or not a secondary school student is really interested in a particular course.