

How to get the most from a careers event

So.....why attend ?

What we want to achieve:

- show the range of opportunities at the company
- present a positive image, including benefits on offer
- tell potential employees what we do
- explain how to apply for jobs and training programmes
- describe the types of qualities, skills and qualifications required
- show how school subjects link to work



Employers

What we want to know about:

- potential opportunities in work or training
- what jobs really entail eg. hours, salary and benefits
- different routes into employment
- the range of jobs at local companies
- what the work environment is like
- qualifications and training requirements
- volunteering or work experience available



Pupils

Preparing for the event

Who ?

- Identify the best staff to present opportunities
 - newly appointed, ambitious staff, and where possible those close to the attendees age
 - engaging employees to generate interest and present a good image of the workplace
 - those with experience of career paths into the company

Be actively involved ?

- Ask what provision there is for displaying materials at the event
 - table, space for display boards, chairs – make sure your needs are met
- If you are asked to do a presentation or 5 minute sound bite, ask about the format, timing, AV aids, Wi-Fi availability and room set up
- To get a prime spot, ask when you can access the room and set up early
- Make sure you are familiar with training opportunities, such as apprenticeships, and general job requirements

What to bring ?

- Consider how to make your company profile stand out
 - colourful stands and pop-up banners
 - interactive displays and products to explain what you do
 - provide names and job titles on badges for staff attending the event
- A range of different promotional materials can cover the table and generate interest
 - include a brief handout about company roles and recruitment information
- Everyone loves a freebie
 - it attracts pupils to the display and reminds them of the company
 - pens, rulers and mugs are always useful, but sweets are also good !
- If you have vacancies, bring job descriptions and application forms
- Bring along any past students you have employed

At the event

Your audience ?

Careers events are held for a variety of reasons, so try to anticipate what the audience will want to know and how you can provide the most relevant information

- S1-S3 pupils – considering their subject choices so signpost towards useful skills and career paths
- S4–S6 pupils – potential school leavers and future employees considering the next step, finding out what jobs they may be eligible for as well as alternative training and studying options, may also be looking for work placements
- parents – although the focus should not be on what the parents want, a lot of discussions and decisions happen back at home so also provide practical information

Engaging the audience

- Actively engage with the event and don't wait for the audience to come to you
 - offer out freebies and samples
 - when giving out promotional materials, ask questions
 - appoint a floor-walker to engage with individuals and groups and invite them to the stand
 - speak to groups browsing the stands together
- If giving a presentation
 - keep it simple and to the point – focus on what you want to achieve
 - unless you really need to, avoid slides and extensive detail
 - be enthusiastic and interactive with the audience
- Generate discussion
 - ask what the audience are wanting to find out – be prepared for them to not know what they want to do and therefore offer ideas and guidance
 - show interest in what they are currently doing and thinking about for the future, and highlight what you think is useful as an employer
 - open their mind to wider opportunities and possibilities within the company, including apprenticeships
 - where relevant, refer to the diversity of routes to employment, including your own journey
 - be honest and realistic about expectations, rather than trying to entice them with aspirational benefits
 - invite them to visit the company to see what it's like and find out more

Examples of Success



A simple leaflet can increase awareness about the range of opportunities, correcting preconceptions about certain industry sectors and prompting discussion.

Make sure you add contact details and a website.

An interactive display with a variety of merchandise, freebies to take away and samples of the products.

Hovering by the stand, interacting with the audience is less intimidating than standing right next to it.



Use intriguing props to generate interest in what the company is about and be on hand to explain further.

Always provide details about who you are and how the audience can follow up on discussions.