

INDUSTRY: SIC 03.2 AQUACULTURE
PROGRAMME: DYW WEST HIGHLAND
ACTIVITY: VIRTUAL SECTOR PROMOTION
BUSINESS: MOWI (SCOTLAND)
AUDIENCE: 16-25 SCHOOL LEAVERS,
 PARENTS/ CARERS, STAKEHOLDERS



"We were delighted with the outcome of this event, the feedback has been outstanding, and we will now be looking to repeat this with other sectors. Thanks to virtual delivery, geography is no longer a barrier and allows us to reach across our whole network at once, and your employees can take part in this rewarding experience from their own workplace"

- **Frazer Coupland, DYW West Highland Lead** and CEO of Lochaber Chamber of Commerce

DYW WEST HIGHLAND PRESENTS... VIRTUAL CAREERS SESSION WITH MOWI

On Wednesday 17 June 2020, DYW West Highland launched a new employer-led engagement programme to increase awareness of employment opportunities for young people in Wester Ross, Skye and Lochaber regions.

This virtual event series showcases the range of job roles available in the West Highlands and was delivered in partnership with Mowi, the world's leading seafood company and the largest producer of farmed salmon, via the Zoom online-conferencing platform.

With over 32,000 people reached during our campaign we welcomed over 60 event sign-ups to our free, one-hour interactive session that saw five employees deliver an engaging, personal insight into their job role, career pathways and hopes for the future.

The panel of speakers was supported by Frazer Coupland, DYW West Highland Lead, Donald Waring, Learning & Development Manager at Mowi and Stuart Caddell, Deputy Head of Gairloch High School. Both Donald and Stuart are also dedicated members of the DYW West Highland Board.

We encourage any employer who would like to showcase their business, opportunities and experiences to get in touch with us.

HOW EFFECTIVE WAS THE VIRTUAL CAREERS EVENT?

Through a range of press and radio coverage, and extensive social media and web-based activity, the event reached an audience of over 32k, with 63 participants signed up to attend.

We captured instant feedback via a live poll showing that 72% of participants of attendees now have knowledge of Mowi 84% would like to find out more about opportunities and the organisation in general. 24% of attendees were current school students, whilst 12% are thinking about a career change, 8% were school leavers (with 12% of attendees were employers). 100% said that the event was useful to them; with 88% interested in attending future careers events. Since the event, 7 participants have signed up for a mock interview with MOWI (Scotland).



HOW WAS THE EVENT EXPERIENCED?

We used Zoom as the online platform for delivering this session and feedback received was positive noting clarity of video and sound, ease of access and functionality during the session. We kept the session running simple with a panel of speakers and a request for questions from the audience via the in-session chat or by asking the question directly to a panel member. The session was also recorded and made available via our YouTube channel.

The energy and passion shown by the young people for their daily work reminded the audience of just how important a meaningful and rewarding career can be to health and wellbeing as well as economic health, particularly at the present time. It's even more gratifying that career possibilities are available across the rural areas of the West Highlands.



**DONALD WARING, LEARNING AND DEVELOPMENT MANAGER
AT MOWI AND DYW WEST HIGHLAND BOARD MEMBER SAID:**



MOWI

“

MOWI were delighted to take part in our first ever online careers event. Partnering with DYW West Highland and education colleagues is the best way to connect with our future aquaculture talent.

”

HOW WAS THE IMPACT OF THE EVENT

Utilising the influence and marketing power of the Lochaber Chamber of Commerce to promote the event, and the use of a Video Conference platform served to extend the reach of the event and its messages to a much wider audience, both geographically and demographically. The event was relatively easy to manage on the day, provided instant feedback to questions and enabled immediate evaluation and follow-up activities (i.e. invitations to mock interview with company).

Statistically, the event marketing helped boost our website sessions by 280% when compared to the last quarter and increase our social media following by 3% overall.

Our DYW team cover Lochaber, Skye and Wester Ross – where we aim to expand opportunities to young people, through employer-led initiatives, so that they gain valuable workplace skills and further education opportunities, making them more attractive to employers

CONTACT: info@dywwesthighland.org

