

Get Started with

# Career Events

Guide for employers

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Career Events bring different employers together in one space, inviting young people (and sometimes their parents and carers), to meet with invited employers and find out more about their industry and organisation. Two examples of how this might take place are:

## Careers Fair

At careers fairs, pupils are free to wander around stands. There is no set time limit as to how long a pupil can spend at one stand.

## Structured Speed Networking Event

At this type of event, pupils are split into small groups and rotate around the room spending approximately 10 mins at each stand.

### Preparing for the Event and On the Day:

- Find out as much as you can about the event. For example, who is the target audience? What is the structure of the event? How many participants should you expect? Will you have access to WiFi or electricity if you need to plug a laptop in?
- Consider the age of the audience and take advice on how to best engage with them from your event organiser
- Young people like to see who they can be! If you can, invite an Apprentice or a recent school leaver along to represent your organisation as this always resonates well with young people.
- Make your table stand out! Do you have a pop-up banner that can act as a backdrop or any branded merchandise that can sit on the table or be given away?

### Getting the Conversation Started:

- If you can, try to have an interactive activity to spark interest and curiosity. This is a great tool to encourage conversation and break the ice.
- What should you talk about? Ask young people what they want to find out but also be prepared for them to not know what they want to do and offer ideas and guidance.
- Show an interest in what young people are currently doing and thinking about for the future. Highlight what you think is useful as an employer.
- Open their mind to wider opportunities and possibilities within your business, including apprenticeships.

### Find out More

If you would like to find out more about being part of a Career Event, please speak to your local [DYW Regional Group](#).

DYW Scotland also offer free training to support employers. Find out more [here](#).