

DYW

Developing the Young Workforce

INDUSTRY: VARIOUS
PROGRAMME: DYW SUMMER LEAVERS PROGRAMME
ACTIVITY: ONLINE EVENTS

SCOTLAND'S BIGGEST PARENTS' EVENTS

Scotland's Biggest Parents' Events are a series of four event broadcasts which initially premiered throughout Summer 2020 and are now available for parents, carers and young people to access – in their own time – on the Young Scot Facebook and YouTube pages.

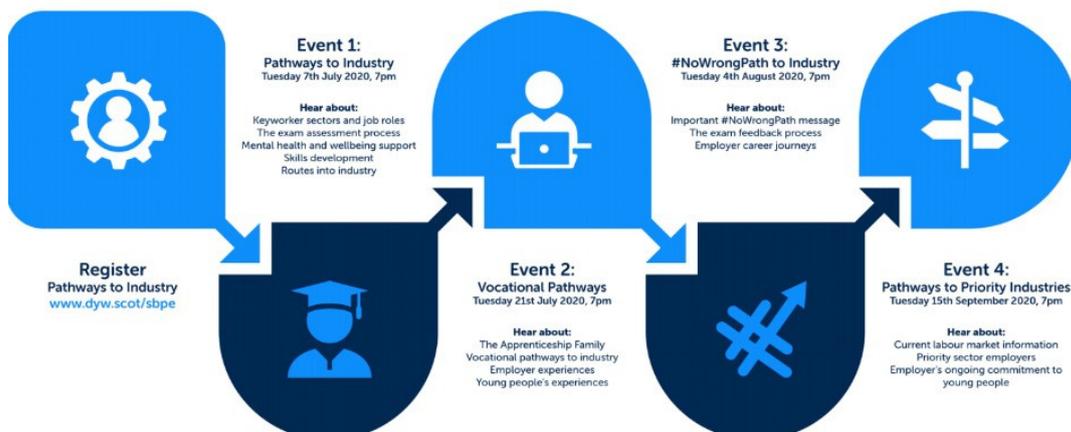
The events – delivered nationally by the DYW Network in partnership with Young Scot and a range of other key stakeholders – provide parents and carers with information about options and pathways for young people, including where they can go to make informed judgements about how to support their young person's next steps.



With input from a range of experts covering topics such as exams, mental health, apprenticeships, skills development and pathways into industry, the events have been equally beneficial to young people themselves, as employers, educators and other experts have provided a message of reassurance and optimism during an uncertain and challenging time.

We were delighted that Rob Woodward, Chair of the DYW Employers Forum, supported the SBPE series by hosting each of the four events. Every individual episode concentrated on a particular theme, with a line-up of expert contributors from industry, the college sector, Skills Development Scotland, Young Scot and more. Each event also has its own dedicated landing page, which contains further links, resources and signposting information relevant to that episode.

Each of the broadcasts were pre-recorded and were delivered on a set date and time over a period of two months. Delegates were able to register via an Eventbrite link, or simply set an event reminder using either Facebook or YouTube. As our event partner, Young Scot were able both to moderate the live comments during each broadcast, and to provide feedback after each event. Young Scot were also a key partner in promoting each event to young people, parents and carers via their network.





We are delighted that the events have had 280,000 views in total across the series so far.

The benefits of national events such as SBPE are that delegates can tune into the events from anywhere in Scotland, which truly leverages the power of the DYW network in involving key employers and partners. Whilst the events premiered at a set date and time, participants are able to tune in to each event in their own time and this allowed each event to gain further traction beyond the initial premiere date. Partnership working throughout each event was absolutely crucial, with the event series being a real testament to the power of collaborative working between DYW, Young Scot, Skills Development Scotland, educators and employers.

EVENT 1

provided an overview of various pathways to industry

EVENT 2

concentrated on vocational pathways to industry

EVENT 3

focused on the No Wrong Path message, with a keynote address from the First Minister Nicola Sturgeon

EVENT 4

provided an overview of current labour market information and priority sectors, with input from Skills Development Scotland and a range of sector bodies and employers

FEEDBACK

In addition to the traction that each event gained – which continues to grow with the ongoing support and promotion amongst the DYW Network and its partners – we also received positive feedback from participants via the 'comments' function, which was available during each event.

“ As a mum of a 16 year old, I found this evening's session very informative and supportive. ”

“ Thank you so much for some useful and positive advice. ”

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