

DYW ORKNEY CAREERS EVENT – EMPLOYERS’ TOOLKIT

Thank you for agreeing to attend our careers event, this toolkit has been developed to help you get the most out of the event, providing some advice and guidance on preparing for the event and engaging with your audience.

WHY ARE YOU ATTENDING?

What employers want to achieve:

- Showcase the range of opportunities on offer at your business. You can also advertise any current vacancies.
- Attract potential employees and tell them what you do.
- Explain how to apply for a job and the training opportunities that exist.
- Describe the qualities, skills and qualifications required to undertake the different roles in your business.
- Show how school subjects link to the work you undertake.

What young people want to know about:

- Potential opportunities in work or training.
- What a job really entails, e.g. hours, salary and benefits.
- Different routes into employment.
- The range of jobs available at local companies.
- What the work environment is like.
- Qualifications and training requirements.
- Are work experience or volunteering opportunities available?

PREPARING FOR THE EVENT

What should you bring with you to the event?

- Pop-up banners and display boards to make eye-catching displays.
- Interactive activities which illustrate the skills needed to work in your sector.
- Promotional material - everyone loves a freebie! If you don't have any freebies, a simple bowl of sweets can attract a crowd.
- A brief handout with company roles and recruitment information.
- If you have any specific vacancies, bring job descriptions and application forms.
- If you employ any current or former apprentices, bring them along to speak about their experience.

AT THE EVENT

Who is your audience?

School pupils in S1-S3 will be considering their subject choices so may need to be signposted towards useful skills and career paths.

School pupils in S4-S6 are potential school leavers and, along with College students, are potential future employees considering their next steps, finding out what jobs they may be eligible for as well as alternative training and studying options. They may also be looking for work placements to help them develop employability skills.

Parents will look for additional information to support discussions and decision-making back home with their children. They will be looking for practical information to support these discussions.

Engaging with your audience

Actively engage with the event and don't wait for the audience to come to you:

- Offer out freebies and samples and when doing so, ask questions.
- If you can, have someone walking the floor to engage with individuals and groups and invite them to your stand.
- Speak to groups browsing the stands together.

Generate discussion:

- Ask them what they want to find out – but 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, highlight what you think is useful as an employer.
- Open their mind to wider opportunities and possibilities within your business, 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 your business to see what it's like and to find out more.

If you would like more advice and guidance on preparing for a careers event, contact DYW Orkney on orkneydyw@uhi.ac.uk or 01856 569 352.