**Plan your attendance at a careers fair**

Attendance at a Careers Fair is one of the most common requests from a school or college.

Use this simple template below to help you plan your attendance.

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| **Before you attend**  What can you find out about the institution and young people you’ll be interacting with?   * Ages * Particular subject or curriculum focus areas * If school level, does the institution offer A-levels or are they are feeder to nearby colleges? * What additional needs are useful to be aware of? * Have these young people had previous interactions with your business or sector? |  |
| **Focus age-range**  Which age range will you be speaking to? How can you make your content relevant and relatable to this group? (e.g. can you involve a recent school-leaver from your workforce? Either in the planning or to join you at the event) |  |
| **Inclusivity**  Think about the demographics and needs of the attendees. How can you make your business and sector seem relatable, engaging and accessible to your audience. |  |
| **Logistics**  How many students will be attending? If you are handing out any printed or promotional materials, will you have enough?  Will the students arrive steadily or in waves, e.g. are there talks that might affect the volume of attendees that visit you throughout the day? |  |
| **What do you want the students to know or understand after they engage with you?**  Keep this easy and accessible for students to digest. |  |
| **Are there ways to work with the institutions to engage with the students pre and post the Fair?**  Could you ask students to complete a task in advance and submit it to your stand on the day? (perhaps with the offer of a small prize).  Could you provide a QR code to share more information or link to a follow-up task. |  |
| **How can you try and link your work to the curriculum?**  Speak to the point of contact in school to see if you can link any aspects of your work to the curriculum students are following. You can also link to careers education more widely by informing students of the different pathways and entry routes there are to your career and/or sector. |  |
| **Will you have handouts, props, visuals or an activity for students to take part in?**  The best way to engage students is to get them interacting with you, asking questions or taking part in an activity at your stall. Consider if there is a short activity you can run that will help them learn more about your business or sector.  Consider if additional materials and resources would improve the experience for students. |  |
| **How will you gauge student and teacher feedback?**  Will you ask for on-the-spot feedback from students and the teacher? Or follow up afterwards with a questionnaire or feedback form? |  |
| **Have you prepared your employees who will be going to the Careers Fair?**  Ensure any volunteer who is attending the Careers Fair is fully prepared to talk about your business and understands the routes into your business and sector. Ensure that all volunteers are prepared to run any activity you have planned and encourage students/parents to come over and talk. |  |
| **Other considerations**  Is there anything else that you need to consider in preparation for your attendance at the fair? |  |

*What’s next for employers?*

Once you’ve had some experience in delivering careers outreach activities, you may be interested to review and refine your offer.

The Careers and Enterprise Company has developed The [Employer Standards](https://www.careersandenterprise.co.uk/employers/employer-standards) a framework and tool to improve quality in **employer outreach in careers education**. The framework shows what good looks like and the **free online** **tool** helps those who want to evaluate their outreach and plan improvements. It’s free and takes just 25 minutes to use.