

We asked EDF Energy about their experience of exhibiting at Skills Scotland Edinburgh 2017.



What opportunities do you offer for young people?

EDF energy offers an Engineering Maintenance apprenticeship which we were promoting at the event as well as other opportunities which can be found on our website www.edfenergy.com/earlycareers

What is the benefit to you of attending Skills Scotland Edinburgh?

The event had school pupils coming from all over Edinburgh, the Lothians and Fife so we had a great audience to talk to about our Engineering Maintenance Apprenticeship. We were able to answer any questions that visitors had about the apprenticeship and also give them information about other opportunities that the EDF Group may have.

What would you say to someone considering exhibiting at Skills Scotland Edinburgh? Would you recommend it?

I would definitely recommend exhibiting at a Skills Scotland event. We spend a lot of time going out to schools to talk to pupils about our apprenticeship but this event allowed us to showcase our apprenticeship to a large number of people at one time from a variety of areas. The event was well organised and the timing was also ideal as we are currently accepting applicants for our apprenticeship.

What has specifically has been a success for you by attending our event this year?

The recruitment period for our apprenticeship programme runs from November to January so the timing of this event tied in really well and the amount of schools in attendance at one time allowed us to reach a wide audience in one day.

Have you had any valuable conversations with visitors, if so is there one that stands out and why?

We had so many interesting conversations with pupils who wanted to find out more that no one conversation stands out. I also made some great contacts at schools I haven't managed to visit yet. In future I'll be able to make contact with them if there is anything happening that they may be interested in.

Has a particular activity / demonstration worked well on your stand to engage visitors?

We took along a Virtual Reality headset so that people could view a video about our Pretty Curious programme, which encourages girls to consider careers in STEM subjects. It was very popular but we also found the conversations we had with people valuable.

How will you measure return on investment from exhibiting today?

The only way that we can do this is by looking at the applications we receive over the coming weeks and see who states that they heard about the apprenticeship at Skills Scotland Edinburgh.

