

We asked BASF about their experience of exhibiting at Skills Yorkshire & the Humber 2017.

What recruitment opportunities do you offer for young people?

In 2018 BASF are planning to employ 11 apprentices at our Bradford site. In addition BASF offer work experience to enable young people to learn more about their potential career choices

What is the benefit to you of attending Skills Yorkshire & the Humber?

The event enabled BASF to meet a large number of young people from across the region as it would not have been possible to visit all the schools that attended to promote the opportunities available and provide information about the benefits of joining BASF

What would you say to an employer considering exhibiting at Skills Yorkshire & the Humber? Would you recommend it?

It's a great opportunity to not only promote your organisation but it gives you the ability to meet a wide range of young people

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

BASF have received interest from over 130 young people who want to know more about apprenticeships at BASF

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

One of our volunteers met a young person who had an interest in science as a career, but had little self confidence in their own ability, even though they had excellent predicted grades. Our volunteer said "It was fantastic to be able to talk to

them about potential career options and hopefully help them realise that they had a lot to offer an employer".

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

A lot of visitors were interested in the science demonstration on the stand and the giveaways went down well.

How will you measure return on investment from exhibiting today?

BASF will be able to measure this when the site holds its Apprenticeship Open Day on 3rd March 2018, as the site will be able to email those who expressed an interest and see the number of people who attend the event and subsequently apply for an apprenticeship position.

