

# National Career Guidance Show



**2,397**  
Visitors



Our visitors influence  
over **217,000**  
individuals per week



**228**  
Exhibitors



**73** CPD certified  
seminars and talks

“ This was an excellent opportunity for us to discuss the programmes that we offer with relevant and interested visitors. The best show I have exhibited at!  
*Emma Bridges, Canterbury Christ Church University*

I would encourage and recommend for anyone to present at your events. This is a fantastic platform to deliver your message to key stakeholders within the education and skills arena. The team make the experience easy to participate and ensure everything runs smoothly.  
*Boyd Hatwood, Department for Education (ESFA)*

These events always inspire me; I go away feeling revitalized and excited about careers.  
*Donna Garrard, Boston College*

”

## @ncgshow



tweeted **120** times  
at the event



**113**  
new followers



**28,768**  
impressions



**245** engagements

## #NCGS2019



used **411** times



**229**  
accounts used #NCGS2019



reaching an estimated  
**414,186**  
accounts

## Pre-event LinkedIn campaign



**101**  
new followers



**9,757**  
impressions



**616**  
clicks on posts

# LEEDS

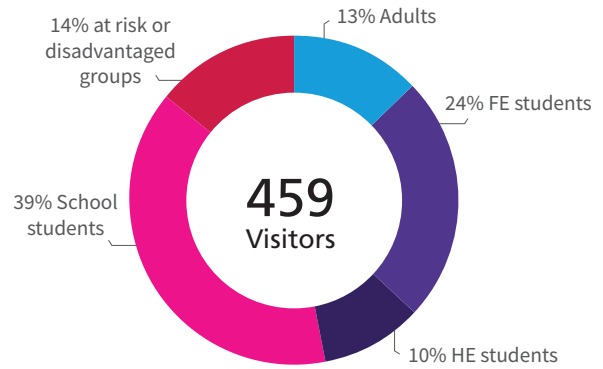
## VISITORS

97% of visitors felt they met one of their aims for attending

85% agreed or strongly agreed that visiting the event will have a positive impact on their future career delivery to customers

82% rated the overall event as good or very good

“I have been re-invigorated around SEN and the approach I should be taking regarding reviews and guidance with people with SEN.  
*Lee Grant, Careers Adviser, Prospects*”



“The National Career Guidance Shows have updated my knowledge, affirmed the knowledge I had previously about various career pathways and opened my eyes to new ways of thinking.  
*Ruth Green, Careers Adviser, Graham School*”

## EXHIBITORS

On average exhibitors reported around 40 meaningful visitor interactions on their stand

93% of exhibitors rated the overall event as good or excellent

67% of exhibitors had or will be rebooking for NCGS 2020

“The National Career Guidance Shows provide a good chance to engage with teachers and careers advisers on apprenticeships.  
*Claire Cummings, National Apprenticeship Service*  
  
Thanks for the opportunity to meet the influencers and showcase our fully funded degree programme!  
*Laura Blackledge, PwC*”

# COVENTRY

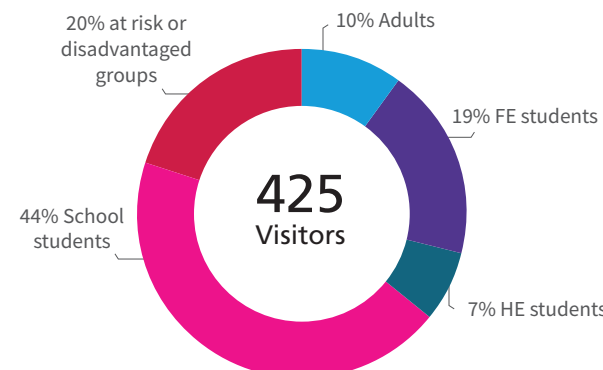
## VISITORS

99% of visitors felt they met one of their aims for attending

86% agreed or strongly agreed that visiting the event will have a positive impact on their future career delivery to customers

90% rated the overall event as good or very good

“For me the event was all I had hoped for, I was able to attend all the seminars I wanted and have time to browse and chat to those on the stands. I always leave the event feeling inspired and wanting to share my new knowledge.  
*Sheila Morgan, Careers Adviser, Prospects*”



“Attending this event has helped me further my knowledge and develop as a professional. The range of talks was varied and the length of each session was just right. You managed to pack so much into the day, which is hugely beneficial for people like me - thank you!  
*Sarah Bennett, Careers Coordinator, The Kingsley School*”

## EXHIBITORS

On average exhibitors reported around 47 meaningful visitor interactions on their stand

89% of exhibitors rated the overall event as good or excellent

83% of exhibitors had or will be rebooking for NCGS 2020

“NCGS is a great way to have meaningful conversations with careers advisers and teachers.  
*Livia Lita, Birmingham City University*  
  
The NCGS was a worthwhile day out of the office speaking with plenty of relevant people helping drive our business.  
*Ngairé Mitchell, Grofar, Operations Manager*”

# LONDON

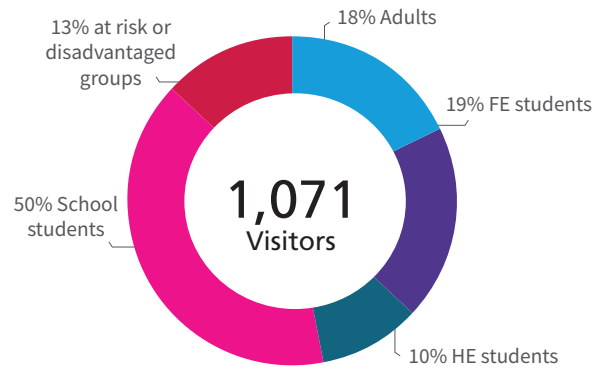
## VISITORS

99% of visitors felt they met one of their aims for attending

94% agreed or strongly agreed that visiting the event will have a positive impact on their future career delivery to customers

95% rated the overall event as good or very good

“It’s my one ‘must attend’ event every year. Great way to network, learn a little something and come away with new resources. Always return to work the next day feeling I can implement something new even if it is a small change to the way I interview a client.  
*Ben Lewis, Careers Advice & Guidance Coordinator, Chelsea Community Hospital School*”



“The NCGS helps to bring together colleagues and make a desperate profession feel connected. It helps to remind me we are a collection of professionals trying our best to help our clients and raises morale.  
*Sue de Manbey, Careers Adviser, Southend Borough Council*”

## EXHIBITORS

On average exhibitors reported around 76 meaningful visitor interactions on their stand

93% of exhibitors rated the overall event as good or excellent

88% of exhibitors had or will be rebooking for NCGS 2020

“We met a variety of professionals who are really keen to improve outcomes for their autistic clients and we look forward to helping them deliver that through our training and work experience programmes.  
*Clare Caccavone, Ambitious about Autism*  
  
A great opportunity to showcase our industry to teachers, and provide them with support to develop employability skills.  
*Mel Kose, British Airways, Community Education Manager*”

# BRISTOL

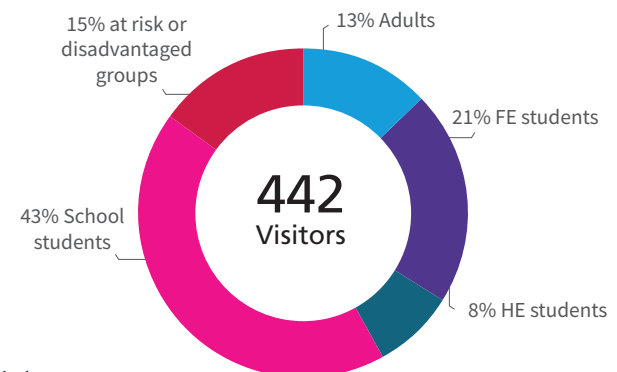
## VISITORS

97% of visitors felt they met one of their aims for attending

82% agreed or strongly agreed that visiting the event will have a positive impact on their future career delivery to customers

82% rated the overall event as good or very good

“It will help me to feedback info to SLT at my school and I feel refreshed and more knowledge about different sectors.  
*Lauren Stone, Careers Leader, Bradley Stoke Community School*”



“Being new to role this event reassured me that I am heading in the right direction with my plans for my school’s career’s provision. It also provided some valuable future networking opportunities.  
*Kevin Geary-Nelson, Careers Leader/ Teacher of Mathematics, Cranbrook Education Campus*”

## EXHIBITORS

On average exhibitors reported around 33 meaningful visitor interactions on their stand

96% of exhibitors rated the overall event as good or excellent

83% of exhibitors had or will be rebooking for NCGS 2020

“Fantastic opportunity to network with school, college and community professionals.  
*Adele Matthews, Airbus, Early Careers Admin*  
  
Great time at the NCGS in Bristol, learnt lots and had lots of people interested in Careerpivot. The great and good in the careers sector were there!  
*Sue Lewis, Careerpivot, Support for Learner Coordinator*”