

VISITOR INFORMATION & OUTCOMES



TOTAL VISITORS: 7050



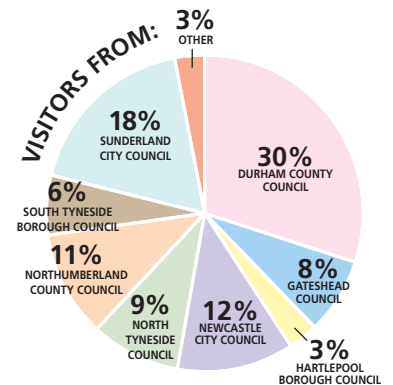
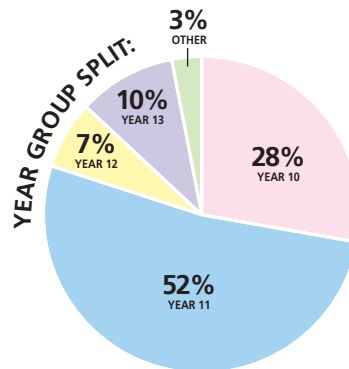
NUMBER OF BOOKED GROUPS: 92



VISITORS TO THE EVENING OPENING: 1107



TOTAL INDIVIDUAL VISITORS: 1188



MARKETING ACTIVITY

- Telemarketing campaign to 213 schools
- Travel bursary of £2 per student offered for groups bringing over 50 young people
- Letter sent to 10,992 parents/carers with students in years 10 & 11 in North Tyneside, South Tyneside & Gateshead
- 350 posters and 3000 flyers sent out to all local schools
- 200 posters and 500 flyers sent to key exhibitors to display around their workplace and a pre-written email sent over for them to distribute to staff
- A pocket guide listing all the exhibitors free to all visitors on entry
- Press release printed ahead of the event
- Two separate, targeted social media campaign on facebook and instagram to parents/careers and young people
- Dedicated website with event information and exhibitor links
- Email and intranet promotion with all key exhibitors and partners staff to promote the evening opening
- An email marketing campaign including Connexions and other partners
- Social media video sent out to all Newcastle City Council connections
- Promotional adverts sent through the Schools North East network to all contacts via email shots and newsletters
- Visit from video journalist and featured on the local news on the first day
- Post event news coverage through Tyne & Wear tv



VISITOR FEEDBACK

100% of those asked felt that the range of exhibitors motivated their students to consider a range of pathways including higher education, apprenticeships and vocational courses.

"A brilliant interactive event with heaps of information for students!"
Careers Leader, Collingwood School and Media Arts College

STUDENT OUTCOME:

Before the event **57%** of students questioned felt unsure, nervous or scared about their future. However, after a visit to Skills North East **91%** left the event feeling excited, confident & clearer.

"This event was incredible and has given me insight into my future."
Student, Farringdon Community Academy

EVENT FEATURES



4 GET SKILLED
FEATURE
AREAS



SKILLS
THEATRE



TEACHERS
STAFF ROOM



CAREERS
HUB



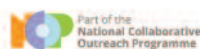
LIVE NEWS
BOARD



EXHIBITOR INFORMATION & OUTCOMES

2018 SPONSORS:

Support Partner:



Careers Hub Sponsor:

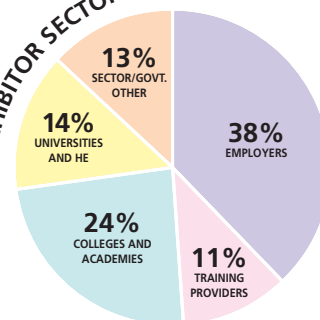


Staff Room Sponsor:



NUMBER OF
EXHIBITORS: 55

EXHIBITOR SECTOR SPLIT:



"We found the event to be a fantastic way to have meaningful conversations, not only with students, but with their parents, carers and other influencers."
Future Me – NCOP

"Skills England events provide us with an invaluable opportunity to engage and inspire young people"
Newcastle United Foundation

"A fantastic event with so much to offer"
Cyber Discovery



BEST STAND AWARDS:

Best Team Award
Northumbria Police

Best Interactive Feature Award
Gateshead College

Best New Exhibitor Award
Northumbrian Water

"A really insightful visit. Makes it really realistic. It was great speaking to real employers and people with actual experience."
Parent/Carer

EXHIBITOR FEEDBACK

100% of exhibitors believe that careers, jobs, education, skills, training, apprenticeship and recruitment events offer organisations the opportunity to inform young people, teachers and parents a range of opportunities

100% of exhibitors believe that offering interactive demonstrations and activities is a successful format for engaging visitors

JOIN THE CONVERSATION



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SkillsEngland



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Prospects Events is a trading name of Optimus Education Limited which is part of Shaw Trust, one of the largest 25 charities in the UK, helping to transform the lives of young people and adults across the UK and internationally.

Our specialist services help people gain an education, enter work, develop their career, improve their wellbeing or rebuild their lives. As part of a group headed by a registered charity, any profits made via the commercial trading businesses including Prospects Events, can only ultimately be used in funding the charitable objectives of the group.

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