

Somerset Skills and Careers Fair

Exhibitor Activity Guide

We aim to maximise the impact of the Somerset Skills and Careers Fair for exhibitors and learners.

We'd love for our learners to go away inspired about future possibilities.

We'd love for you to leave confident that young people are excited about your institution and the opportunities it offers.

We encourage exhibitors to bring engaging and interactive experiences. We hope our guide will provide some ideas and inspiration.

Bring your institution to life



Attract learners to your stand

Showcasing course activities and equipment will help to attract learners to your stand and help them to remember you.



Make it easy to start a conversation

Provide an overview of the progression routes available at your institution, covering different levels and study types.

Highlighting case studies of alumni who have followed diverse routes helps young people to see what they too could achieve.

This type of information can encourage conversations with learners at your stand.



Branding and literature

Strong branding on your stand will help students recall your institution after the event.

A brochure or prospectus will enable students to re-visit course and campus information later.



Showcasing your offer

Below are some suggestions of fun, easy and interactive challenges that you can tailor to your institution or to give you some inspiration to create a bespoke challenge to demonstrate the opportunities available to young people.

- Identify the broad subject areas you wish to highlight e.g. engineering, health care, humanities.
- Prepare an activity for one or each of your chosen subject areas. (*The number of activities you can provide at once will depend on the amount of space you have booked*).
- Ensure that at least one activity is visibly interactive.



Practical challenges

These can test young people's aptitude for the type of work or essential skills required in a particular subject area or industry.

- a manual dexterity task involving the materials you use or similar, for example, fitting some parts together or following a sequential process
- a creative task, for example, provide a short and simple brief and ask learners to design a logo



Problem solving challenges

These test both mental and physical skills. Examples include:

- rebuilding the components of a small machine
- selecting and using assorted components to build a bridge or supportive platform



Observation and analytical challenges

These are suited to scientific roles that involve creating or detecting patterns and reactions. For example,

- identifying patterns through a microscope
- spotting the differences in two very similar pictures or items

You could create a competitive element to your activity by giving away on the spot prizes for the fastest or most creative solution!

Conversation starters

It might not be easy to design a tactile or visual challenge that will entice learners to your stand. Here are some other suggestions that can help you engage with learners at the fair.

🔗 **Share fun facts and statistics about different subject areas**

Present interesting technology that is used in different areas of study 🔗

🔗 **Highlight the types of jobs available upon completion of studies - show young people what opportunities are out there**

Showcase new and emerging roles in subject areas 🔗

🔗 **Demonstrate the wider impact of working in different industries and highlight how a career in these industries can make a difference to people, places, animals or the planet**

Study and employability skills

Commitment

Highlight your requirements for attendance, course-work and self-directed study. Point out that meeting these requirements will prepare them to become a reliable and organised employee.

Enrichment

Showcase any enrichment opportunities. These are not only fun but enable learners to develop a wider skill-set which will be attractive to employers.

Remember

Keep safety in mind when designing your challenges.

Fun, visual and tactile activities will help you attract learners to your stand.

Strike up a conversation with the learners as they complete activities or browse the information on your stand.

Purchase a power supply if required. Contact Sarah Johnson at admin@somersetcareersfair.co.uk

If you would like further input or information, please contact support@somerset-ebp.co.uk or visit our website for more information www.somerset-ebp.co.uk

