

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 knowing more about your industry and the skills you need.

We'd love for you to leave confident that young people are excited about your business and industry.

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

Bring your business to life



Attract learners to your stand

Showcasing interesting pieces of equipment that create curiosity or products that young people can interact with is a great way to get people to your stand.



Make it easy to start a conversation

Create mini challenges or tasks that are quick, fun and helpful in keeping the attention of learners at your stand.



Branding

Some young people may not have come across your organisation before, so if your branding doesn't express what you do or what industry you work in, make this apparent in other ways. Strong branding on your stand will help students recall your business after the event.



Literature and Give aways

Leaflets and brochures are great for brand visibility after the event. Have these ready to give out once you have had a conversation with the learners at your stand.



Highlighting the skills you need

Demonstrating what skills are important in your industry can give you a chance to create engaging challenges that allow learners to get a glimpse into your world – and maybe discover some new skills!

Below are some suggestions of fun, easy and interactive challenges that you can tailor to your industry or to give you some inspiration to create a bespoke challenge to demonstrate the skills you require.



Practical challenges

These can test young people's aptitude for the type of work you do or could highlight an essential skill.

- 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 your industry**

Present interesting technology that is used in your industry 🗨️

🗨️ **Exhibit interesting products or services**

Highlight the types of jobs available right now in your organisation - show young people what opportunities are out there 🗨️

🗨️ **Showcase new and emerging roles**

Demonstrate the wider impact of your work and highlight how a career in your industry can make a difference to people, places, animals or the planet 🗨️



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

