



# Careers Calendar



## Career Events

# Your Guide to Running Better Events

There are typically **three different types of events** that take place:

**Careers talks** – often a talk/presentation from an individual.

**Careers Carousels** – speed networking.

**Careers Fairs** – Events presenting a range of available possibilities to young people.

Events are a great way to meet Gatsby Benchmarks 5 and 7.

# Meet Gatsby

## Benchmarks 5 & 7

Every young person needs high-quality career guidance to make informed decisions about their future. Good career guidance is a necessity. The Gatsby benchmarks act as a guide to help schools provide a world class careers service.

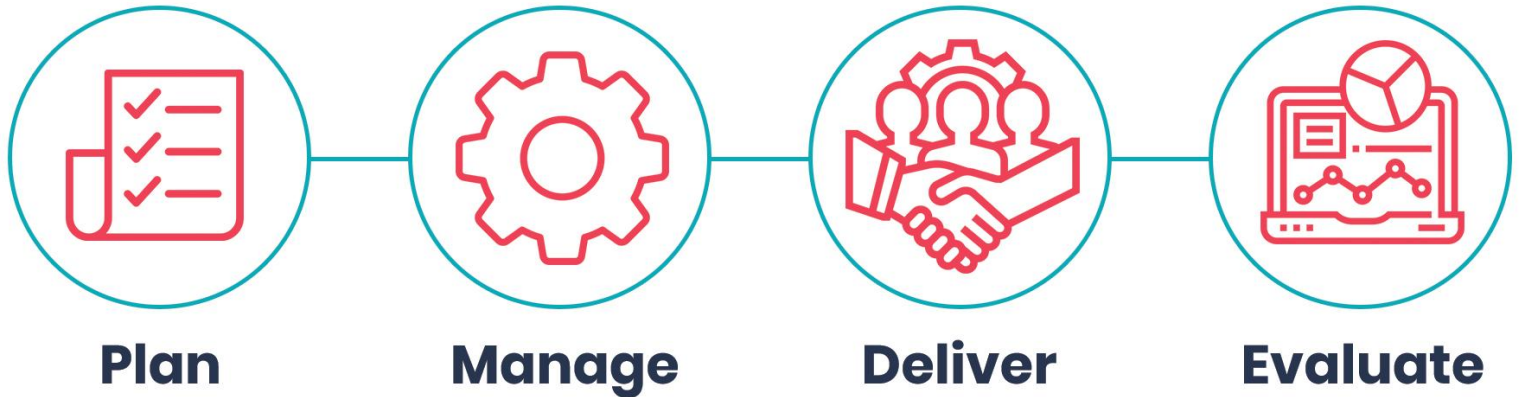
The eight Gatsby benchmarks of Good Career Guidance

1. A stable careers programme
2. Learning from career and labour market information
3. Addressing the needs of each pupil
4. Linking curriculum learning to careers
- 5. Encounters with employers and employees**
6. Experiences of workplaces
- 7. Encounters with further and higher education**
8. Personal guidance

A good careers programme will include a number of events held locally at the school as well as external events.

**Take the hassle out of event planning!**

# What does the event planning process look like?



Let's take a look at the process in more detail....



# Plan

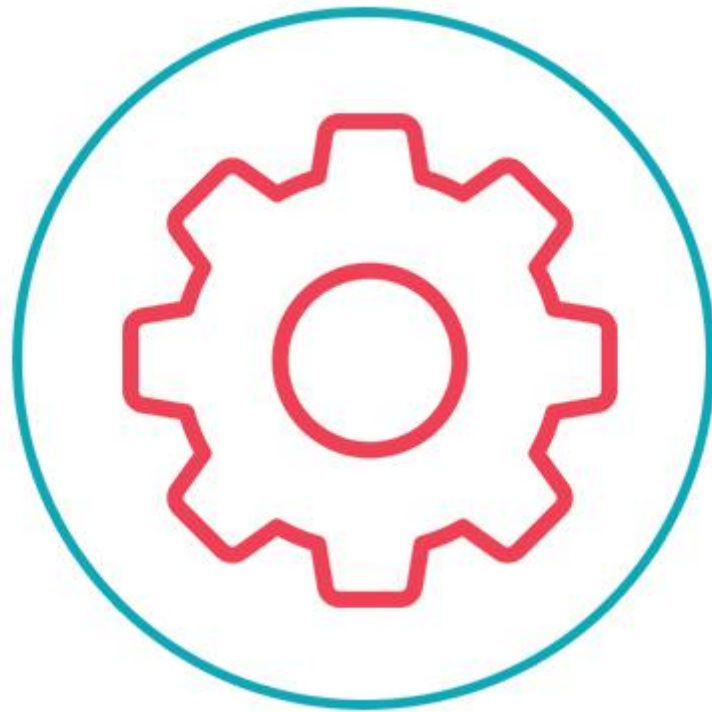


**“an intention or decision about what one is going to do”.**

*Will you run one, two, three or more career events this year?*

**Plan an event in under five minutes using the  
Careers Calendar....**

# Manage



**“To take charge of an event in the future”.**

*How do you like to manage?*

**Manage all of your events in one space using the  
Careers Calendar....**

# Deliver



**“Deliver on what you set out to achieve in the planning stage and what you managed during the manage stage”.**

*Deliver meaningful and impactful career events for your students*

**Deliver your events using the Careers Calendar....**

# Evaluate



**“Collect information relating to your event(s) from your audiences”.**

*Use feedback to shape future events*

**Evaluate your events using the Careers Calendar....**





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**Top  
Tips**

# #1

## Set Clear and Achievable Goals

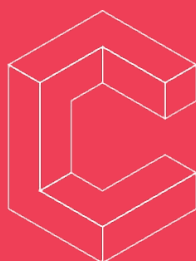
...by working with the end in mind.

It can be really helpful to write down your objectives for running an event.

This might be something like “**Help students identify what they want to do next in life**” or “**create networking opportunities for students to learn about different job roles**”.

The two goals are very similar **but they are very different** and make for a completely different type of event.

Try to **be specific about your goals** and use the SMART or GROW methodology.



# #2

## Meet Student Need

**Meet the needs of you attendees!** The most important aspect of any event!

We can use anecdotal evidence to help shape our events but that type of evidence can only take us so far.

Try to collect data that tells us exactly what students want.

Start by asking:

- **Name**
- **Email**
- **Subject interests**
- **Aspiration**
- **Career interests**

The Careers Calendar platform will do this for you. **Simply set up the survey and send the link out to your students for them to complete.**



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# #3

## Minimise Last-minute Changes

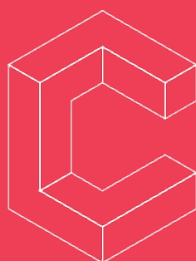
Running an event means working with lots of different stakeholders including representatives from universities and organisations right the way through to students, parents, teachers and governors.

**Set expectations with each group to avoid any confusion.**

This gives you the opportunity to bring them on board earlier and they'll feel part of the event.

**As an idea**, seek to find a career champion or champions within the student body.

These students can help support you throughout the year and support you with your events. It will also **look great on their CV and personal statements.**





# #4

## Ask for feedback

Most people think that feedback comes at the end of the event **but it doesn't.**

You need to be taking feedback **throughout the event planning process.**

It might be helpful to **set up a focus group** at the beginning of the year where you can elicit the opinion from a range of stakeholders or maybe **use your school council** as a sounding board to get feedback.

Conventional feedback taken at the end of an event is important and should be collected.

**Ideally**, you need to know who they are, their email, how they reviewed the event(score), post-event action, and any additional comments. Try to collect feedback from all stakeholders. **The Careers Calendar platform** will do this for you!



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# #5

## Let Gatsby Be Your Guide

The Gatsby benchmarks are a great way for you to deliver world class careers guidance.

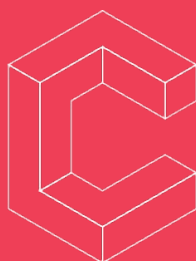
The areas which we have focused on most is event planning which relates to Gatsby benchmarks 5 & 7:

### **5. Encounters with employers and employees**

### **7. Encounters with further and higher education**

#### **Activities include:**

- Employee visits e.g. leverage your Enterprise Adviser Network
- Large organisations e.g. RBS / Natwest visiting to give industry specific talks
- Higher Education Institutions giving specific talks e.g. how to write a personal statement
- Further Education College giving a subject specific talk
- A focused careers fair



# Key Dates

## **3rd to 7th February 2020**

National Apprenticeship Week

Hashtag #NAW2020

<https://nawevents.co.uk/>

## **3rd to 7th March 2020**

National Careers Week

hashtag #NCW2020

<https://nationalcareersweek.com/>

## **23rd - 28th March 2020**

International Education Week in the UK

hashtag #IEW2020

[www.iweek.com](http://www.iweek.com)

## **London Show: Saturday 28th March 2020**

UK University Search: 2020 Fairs

<https://www.ukuniversitysearch.com/>



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# Put these lessons into practice

Creating meaningful, measurable career events that have impact takes an incredible amount of time, planning and skill.

The **Careers Calendar** is a purpose built event planning platform built around the needs of Careers Leaders who **plan a range of events** for their students.

Using the **Careers Calendar** will mean you can streamline the planning and managing process so that you **deliver the BEST career events** for your students and continue to build the best events.

To get a free account or to learn how to improve your career events get in touch here: [hello@careerscalendar.com](mailto:hello@careerscalendar.com)

We hope you have found this guide helpful.

Email us if you think if it can improve!