

**ENGLAND'S LEADING SERIES OF CAREER SECTOR EVENTS
HAVE GONE VIRTUAL**

LONDON
28 APRIL 2021

NORTH
28 APRIL 2021

SOUTH
28 APRIL 2021

CENTRAL
28 APRIL 2021



#NCGS2021

WHAT IS A NATIONAL CAREER GUIDANCE SHOW?

The National Career Guidance Shows are the industry's most respected series of annual conventions offering networking, information and learning opportunities to career leaders, teachers, and other CEIAG practitioners.

Providing career advice and guidance is an essential element for schools to deliver against Gatsby Benchmarks and our career contacts say they will support the events and allocate time to visit the show.

The event will bring together national and local employers from a wide range of businesses as well as career product and service providers, training, and further education institutions and sector specific organisations. A National Career Guidance Show will provide you with the opportunity to network with visiting career professionals, share key information on your sector, explain how the landscape is changing and ensure they are best equipped to support young people, career seekers and changers at all stages of life.

*'44% of 16-25 year olds say their aspirations for the future are now lower as a result of the pandemic'**

We recognise the huge level of virtual events has created both good and bad experiences, so we conducted extensive research, listened and are ready to support you to deliver important careers information to our local audiences. Whether live or virtual, we are committed to providing you and the visitors the opportunity to create meaningful connections.

ABOUT THE ORGANISER

prospects | Events

Prospects Events are the market leader in delivering skills, career and apprenticeship events across the UK.

Our annual portfolio of events are free to visit and offer exhibitors direct access to students, young people, families, teachers and career professionals.

Prospects Events 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. 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.

Find out more at prospectsevents.co.uk

*'Lower aspirations for the young since the pandemic', The Prince's Trust, 29 September 2020.

REASONS TO EXHIBIT

- Reach an influential audience of career professionals and regional contacts dedicated to careers education
- Promote apprenticeship, career products and services, training, and learning programmes
- Advertise current and future opportunities
- Highlight your sector and it's future skills gaps
- Inform and educate career professionals about your organisation so they can confidently help young people and adults navigate their career pathways
- Extended reach, as event content will be accessible for 30 days after the event date with post-event marketing
- Inclusion in event brochure guide auto downloaded to all registered visitors and available on the day
- Well regarded digital platform, ease of use
- ROI analytics available from the platform

Let us help you find the best virtual solution and opportunity to get your message directly to careers professionals

EXAMPLES OF WHAT TO EXPECT

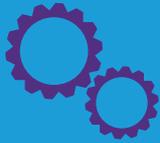


These are unbranded, example images of the platform and not necessarily what the event would look like on the day

AUDIENCE ATTRACTION



Direct calls and emails with career contacts, teachers, and senior leaders at schools and colleges across each region. Many will know us from our annual events.



Promotion via local partnerships with key organisations and individuals including Metro Mayors, LEPs, local councils and other regional stakeholders.



Pre-event advertising of engaging seminar programme.



Presence on the Prospects Events website with an annual traffic of **308,876** page views. Each organisation has a dedicated section for a bio and link to their own website.



Extended marketing that will continue promotion after the live event date, where access will remain open for 30 days.



'Prospects Events continually deliver the most exceptional careers events in which we, Barratt Homes, are always proud to be a part of. We have successfully recruited each year and whilst Covid-19 has changed the way in which we can exhibit and meet face-to-face, Barratt are certain that we will have an equally brilliant and successful virtual careers event with Prospects Events at the helm. We are very much looking forward to working alongside Prospects Events in this innovative and exciting way'

Barratt Homes



SPONSORED BY:



CAREERS PLATFORM PARTNER:



EXHIBITOR PACKAGE OPTIONS:

(per event)

	BRONZE £800 + VAT	SILVER £1,100 + VAT	GOLD £1,500 + VAT
Customised virtual stand	✓	✓	✓
Virtual stand size	Small	Medium	Large
30-day exposure on platform	✓	✓	✓
Company branding/logo	✓	✓	✓
6-month listing on Prospects Events website	✓	✓	✓
Support and logistics help	✓	✓	✓
Links to website/social media	✓	✓	✓
Downloadable PDF resources	1	3	6
Video resource	1	2	3
Data report/analytics	✓	✓	✓
Listings in event brochure	✓	✓	✓
Inclusion in pre-event marketing campaign to schools and colleges	✓	✓	✓
Live chat function on event day	✓	✓	✓
Inclusion in pre-event email newsletter	X	X	✓
Additional branding opportunities	X	X	✓

Bespoke Platinum partner and sponsor packages are also available. Please ask for more details

Get in touch today



Martin Collard



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Suzanne Quarton



Gillian Rowe