

Employer support at careers fairs

Attracting suitably skilled new entrants into the science based industries is a challenge, and Sector Skills Councils like Cogent have a role in helping to lever and co-ordinate attraction strategy and activity.

Our experience shows that employers can play a very simple but effective role to engage with and inspire school children to consider a career in science and manufacturing.

During 2010, Cogent will have a stand at a number of key careers events around the UK and we are inviting employers to join us and meet some of their potential future employees.

Careers Fairs:

13 - 16 July – One North East Youth Engineering Show, Metro Radio Arena

16 - 18 September – Skills Cymru, Millennium Stadium, Cardiff

29 - 30 September – Skills Yorkshire and the Humber, Sheffield Arena

07 – 09 October – Skills London, London ExCel, Docklands

The regional fairs we have targeted attract between 7000-20,000 mainly 14-16 year olds often accompanied by their careers teachers, and sometimes with parents. Feedback shows that these large careers fairs are a good opportunity to paint a positive picture of industry and to balance the misguided perceptions that students often pick up from school. Over the past three years at each event we have had between 300-700 student visitors taking part in our careers survey about industry and talking to us.

Real employers and real employees, particularly young ambassadors can be very influential in inspiring children to take up a career in the science based industries. We are seeking your support by joining us for half a day on the Cogent stand to talk to teachers, careers advisers and school children. If you have product examples, hands on demos, or videos these all add interest for students.

If you are available as a company or individual to support Cogent at any of these careers fairs please contact Mervin Dadd (mervin.dadd@cogent-ssc.com) or John Holton (john.holton@cogent-ssc.com) or for more information please call us on 01925 515 200. All support is welcome.



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Skills for Science
Based Industries

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