

The National Career Guidance Show Series 2012

The UK's leading events for Career Professionals



THE National Career Guidance Shows

23 February 2012
Saviles Hall, Opposite the
Royal Armouries Museum,
Leeds

7 & 8 March 2012
The Bobby Moore Suite,
Wembley Stadium,
London

28 March 2012
Edinburgh Corn Exchange,
Edinburgh

April - June 2012
Virtual Event

www.nationalcareerguidanceshow.com



Organised by



www.icg-uk.org

prospects

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New for 2012
The National Career Guidance Show Scotland
The National Career Guidance Show Virtual Event

What are The National Career Guidance Shows?

Brought to you by the Institute of Career Guidance and Prospects Events, The National Career Guidance Show series are informative, networking and learning events for organisations to meet career advisers, teachers and practitioners working across all sectors.

The first National Career Guidance Show took place in London in 2010 and a second show was added in 2011 in Leeds. We are now delighted to launch two further shows as part of this highly successful series, The National Career Guidance Show Scotland and the innovative National Career Guidance Show Virtual Event. In the changing world of career guidance new initiatives are being introduced and changes are being made, The National Career Guidance Shows offers careers professionals a unique chance to update their knowledge and confidence in this challenging time. Free to attend, the shows offer delegates access to seminars and CPD.

Career guidance professionals know how important it is to keep up to date with the latest resources and developments. The National Career Guidance Shows are a one stop shop for practitioners to access resources and for exhibitors to speak face to face with managers, advisers and career guidance professionals. The introduction of The National Career Guidance Show Virtual Event will enable exhibitors to further develop ongoing relationships with career professionals. Visitors to this virtual event will access the resources and services provided live at the Shows for up to three months after attending.



What are the benefits?

By exhibiting at The National Career Guidance Shows you will meet career professionals from all levels working with young people, adults and businesses in an informal, relaxed atmosphere. This will enable you to showcase your organisation, network with decision makers, influence your key market and research your target audience.

- ~ Develop links with individuals in the career sector who can promote your organisation to their colleagues
- ~ Increase the brand awareness of your organisation
- ~ Launch new products and services
- ~ Network with visitors and other exhibitors
- ~ Promote your organisation and your careers sector, courses, training, apprenticeships and job opportunities

Free to visit. Visitors receive a show guide as a reference tool featuring profiles of all the exhibitors, seminars and informative articles.

Seminars

The shows will feature comprehensive seminar programmes. Expert speakers will provide industry insight on relevant and contemporary themes in dedicated seated theatres, providing CPD opportunities for visitors and exhibitors alike.

In 2012 the seminar timetable will be managed to ensure visitors have adequate time within the exhibition hall between talks and waiting times are kept to a minimum.

Who should exhibit?

- ~ Awarding bodies
- ~ FE, specialist and HE colleges
- ~ Government agencies
- ~ National, regional and local employers
- ~ Professional career bodies and associations
- ~ Providers of educational and training resources
- ~ Sector skills councils
- ~ Universities
- ~ Work based learning providers

The National Career Guidance Show North

Thursday 23 February 2012

Saviles Hall, Opposite the Royal Armouries Museum Leeds

10 am – 4 pm

The National Career Guidance Show

Wednesday 7 & Thursday 8 March 2012

Wembley Stadium, London

10 am – 4 pm

The National Career Guidance Show Scotland

Wednesday 28 March 2012

Edinburgh Corn Exchange, Edinburgh

10 am - 4 pm

The National Career Guidance Show Virtual

April - June 2012

Online 24 - 7

Fact: 95% of visitors to The National Career Guidance Shows 2011 questioned found their visit worthwhile and would recommend visiting to a colleague.

Changes to the career guidance industry

This is a pivotal time for career information, advice and guidance and 2012 will see significant changes to the way it is provided. More people will be involved in the delivery of careers guidance working within organisations and as sole practitioners.



In a changing world career guidance is vital.

- ~ People today may face many career decision points
- ~ Good career decisions help individuals, employers and the whole of society
- ~ Young people can gain inspiration, confidence and a better chance of future employment
- ~ Adults can be guided towards improved earnings, wider opportunities and a stable lifestyle
- ~ Businesses can be supported to grow and develop their workforce

Well-informed career practitioners provide solutions which make a difference.

Reach them at these important events.



Fact: 96% of exhibitors at the National Career Guidance Show would exhibit again and 80% rated the overall event as above average.

How will we deliver the visitors?

The National Career Guidance Shows will attract visitors from across the UK and overseas. Recognised as the market leading careers events for practitioners, the events attract thousands of visitors. In 2011 visitors represented all career levels from directors to student trainees, across all sectors of the professional career guidance industry.

The visitor promotional campaign will combine the following elements:-

- ~ Advertising in relevant career industry and teaching publications including Career Guidance Today
- ~ Direct marketing to careers teachers, head teachers and principals within schools and colleges across the UK
- ~ Invitations to over 4,000 members of the Institute of Career Guidance and other membership organisations
- ~ Promotion at other Institute of Career Guidance events
- ~ Promotion at Prospects attended events
- ~ Promotion to career professionals within both public and private organisations, local authorities and government funded agencies
- ~ Promotion through third party partnerships
- ~ Website promotions
- ~ An extensive PR campaign



To find out more

Call Sue Bridges today on 01823 362813,
email sue.bridges@prospects.co.uk
or go online at
www.nationalcareerguidanceshow.com

Prospects Events, Powlett House, 34 High Street,
Taunton, Somerset, TA1 3PN

What our exhibitors say about us

'A great event to meet key careers staff and inform them about developments in the NHS'
Alan Simmons, NHS Careers

'The event really helped us get across what a world of opportunities we have!'
Holly Naylor/ Nicola Warford, British Gas

'Good networking opportunities and overall a great event'
Claire Arscott, The Chartered Institute of Purchasing & Supply

'Buzzing busy event'
Suzette Tonus, Cascaid

'Could not have been better, enabled us to promote our apprenticeship schemes successfully'
Steve Bacon, ECITB

'The show proved to be invaluable for ongoing awareness and promotion of the Academy'
Helen Balfour, Fashion Retail Academy

'This event attracted many careers and information advisers who were keen to learn more about us'
Anne Philpott, Roehampton University

'A fantastic opportunity to meet with representatives from schools and career guidance organisations to discuss more about what we do'
Valerie Pennant, Intraining

Package details

Events and exhibitions are an extremely cost effective way to reach large numbers of active careers professionals, target your marketing approach to deliver your organisation's objectives and to directly research your market.

Costs:

The National Career Guidance Show	£230 per m ²
The National Career Guidance Show North	£180 per m ²
The National Career Guidance Show Scotland	£180 per m ²

The price includes:

- ~ Shell scheme stand
- ~ Name board with stand number
- ~ Stand lighting – two spotlights
- ~ Stand carpet
- ~ 30 word profile on the website
- ~ Editorial entry in the show guide (given free of charge to all visitors)

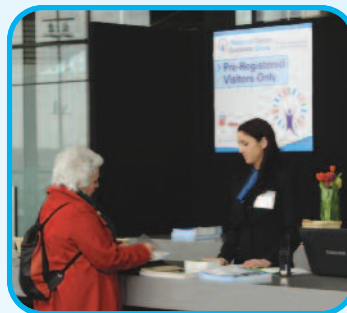
The National Career Guidance Show Virtual Event	£500 per virtual stand
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(stands only available to 2012 exhibitors)

The National Career Guidance Show Virtual Event will take place in a 3d world created using Prospects' Careers3d.com platform. Careers3d.com is a Virtual world specially designed for education and advice services. Your virtual stand will showcase your organisation's products and services and can include:

- ~ Images, web links, and Raw HTML embedding
- ~ Audio MP3 files or video clips
- ~ Embedded YouTube content
- ~ Presentations
- ~ Enquiry and data capture
- ~ RSS feeds from your website (for example vacancies or latest company news)
- ~ An automated avatar to greet your visitors with a personalised audio message
- ~ Reporting on visitor numbers
- ~ Artwork depicting your organisation's stand for your own press releases and publicity, or inclusion on your website

All prices are subject to VAT.



Sponsorship and advertising opportunities

Sponsorship and advertising opportunities are available at each show. Please contact Sue Bridges for more details.

The UK's leading events for Career Professionals
www.nationalcareerguidanceshow.com

The organisers



www.icg-uk.org

Institute of Career Guidance

The Institute of Career Guidance is the largest and most influential professional association for career practitioners in the UK, representing over 4,200 members who are active in schools, further and higher education, adult guidance, the voluntary sector and the private sector. The Institute recognises the importance of sharing good practice and expertise and believes passionately in the benefits that careers education and guidance bring to our society and the economy.

For more information about the Institute of Career Guidance, visit www.icg-uk.org

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Prospects Services Ltd

Prospects Services Ltd is one of the leading providers of educational support services in the UK. From adult and young people careers advice, through to recruitment services and web-based products, Prospects offers an unrivalled range of leading edge services. Prospects Events are the market leader in delivering careers, education, skills, training and recruitment events across the UK. Events include the national series of Regional Skills Events aimed at 14-19 year olds, Skills Scotland, Skills London, skillscymru, County Skills Events, Adult Skills London and major Graduate Recruitment Fairs.

For information about Prospects Services Ltd, visit www.prospects.co.uk