

Careers Indaba How-To

Where you hold a Careers Indaba is very important. It must be an approachable venue and ideally one that is highly visible in the community. It is helpful if it is positioned close to or at a school or library as this establishes an immediate target audience and reduces transport costs. Many libraries and schools will offer a venue for free if you approach them in enough time and provide them with a written proposal.

- Check facilities; are there electricity sockets? Is there a screen for projection? Is there a DVD/TV?
- Ensure there are tables at venue or book and collect exhibition stands
- Get a map of the venue and a floor plan

Event partners will assist in the design and implementation of the event. It is essential to establish partner roles at the first meeting so that duties and responsibilities are clear. A work plan can help with this. One way to manage this relationship is by using document sharing programmes such as [Google Docs](#)

Exhibitors:

- Set up a Google Doc contact list for exhibitors
- Draft an invitation letter for exhibitors
- Telephone people on the contact list and verify correct information and update Google Doc accordingly (This is best to do several weeks before the event).
- Create a separate document entitled 'Confirmed exhibitors' – This should record company, career area, name, contact information, donation (yes/no), specific requirements (plug socket, projector, DVD player, 2 tables e.t.c)
- Do not be disheartened by a lack of response. You must follow up each email invitation with a further phone call (or several) 2/3 weeks before the event.
- A week before the event send a 'Letter for participants'; giving directions, a floor plan, asking them if they have any requirements (update google doc with this info), payment information

Attendees:

- Draft invitation for principals, librarians, and youth organisations in the area
- Transport can hinder attendance so this must be considered. Find out if any bus companies will provide buses at a discount cost and have a bus from each school in the area.
- Liase with other youth organisations, so they can bring their learners
- Design of flyers and posters (send to printers early but don't start marketing process until 1 or 2 weeks before the event); distribute in schools/libraries/youth centres (PDF of poster – as an image - idea) (link to flyer proof template)



- Don't forget to get various quotes for flyers and posters both the design and printing – many companies will grant you a discount if you ask.
- Organise a radio spot; local/national
- Advertise in local papers (in the week of the event)
- Invite reporters to the event (in the week of the event)

Timing is the key to a successful event. Try to work to a timeframe work plan working backwards from the event.

Tips

- Request for the participants to arrive at least an hour before the event to set up and get acquainted.
- Do not plan any workshops within the first half or last half hour and allow for a change over time of 10-15 minutes
- Have a system of advertising workshops when learners arrive; descriptions of each, a video, announce workshop opportunities regularly
- Announce when and where workshops will take place on a PA system.
- Print name tags and/or table labels
- Print a large floor plan for entrance or individual floor plan for learner
- Make sure transport is organised
- Equipment you may need: PA system, tables/exhibition stands, water, press stick, extension cords
- Make participants feel comfortable with bottled water and snacks
- Before exhibitors leave, circulate a contact list so that you can record who actually attended
- Take photos/films and upload them to Youtube, and Facebook
- Have volunteers help you to clean up and leave the space exactly as you found it
- A Thank you goes a long way! Do not forget to send out thank you letters to all participants. This letter should include; feedback request, links to website, Facebook, etc.

