

Inspiring the Black Country

Career and Skills Event

Wednesday 29th June, 2022, 09:00 – 17:30

Wolverhampton Racecourse, Gorsebrook Road, Wolverhampton WV6 0PE

What is inspiring the Black Country?

Inspiring the Black Country is an interactive careers event aimed to inspire and inform young people in the Black Country. The event will reflect the local labour market and showcase businesses who are based and producing things in the Black Country.

The event will:

- Inspire young people to make informed decisions about their future subject selection and how subjects relate to the workplace and 'real' roles within business
- Provide an insight into the world of work, enabling young people to engage with local employers through industry related tasks, hands on interactive activities that simulate real roles
- Engaging young people in activities that will help them understand the skills and qualities needed for particular roles
- Inform young people and teachers of roles, technologies and local innovation they didn't know about, discovering potential new interests. The Black Country is renown as a 'process innovator'
- Enable employers to provide activities and show innovation that demystify certain sectors and roles

What are we looking for?

We are looking for employers to exhibit at the event, to provide engaging, hands on activities that will inspire young people of the Black Country, giving them a real insight into the world of work locally.

The event will give you the opportunity to:

- Access local young people who are keen to learn more about opportunities in their local area
- Be part of showcasing local industry to hundreds of young people in one event
- Network with like-minded businesses in the area
- Profile your organisation and its contribution to the local economy

How will the event work?

This will be a large-scale event attracting young people from secondary and special schools and other organisations from across the Black Country that support young people into employment, training or further education.

The venue will be divided into the following zones:

- 1) Creative Zone
- 2) Technical Zone
- 3) Practical Zone

The first part of the event is aimed at years 9, 10 and 12 (aged 14, 15 and 17). The event will run beyond the school day to inspire and support 16-24 year olds who maybe unemployed or seeking something different. Each school / organisation will have a two hour time slot to explore activities in all zones, an equal amount of time will be spent in each zone.

Who is organising the event?

This event is jointly organised by The Black Country Skills Factory and the Black Country Careers Hub.

The Black Country Skills Factory recognises the importance of employer engagement with students, parents, careers leaders and teachers, especially now with the ever-changing world of work. New technology is defining and creating many job roles while others have disappeared completely. It is more important than ever to create a strong link between schools and businesses and to use employers to inspire young people to strive to be the best version of themselves.

Young people in the Black Country need to be equipped with the expertise for the modern workplace. We look to raise employability, education and skills in transformational sectors to meet growth requirements in these areas. To do this we work closely with employers across these sectors to articulate the demand for skills in the future.

How do we get involved?

If your business wants to inspire the next generation of makers, uses innovation in production, wants to demystify your sector or raise awareness of new roles / technologies, then please register your interest in exhibiting at the event, please complete the details below and return to: worldofwork@blackcountryconsortium.co.uk by **Monday 9th May 2022**.

Organisation Name:	
Sector:	
Address:	
Contact Name / Job Title:	
Email Address:	
Contact Number:	
Initial ideas of activity / task your organisation could offer on the day (we want to ensure activities / stands are varied):	(refer to points above regarding interactive activities – this could include a prop, an interactive activity, game, task that simulates a real role).
Which zone would best represent your sector / activity?	Creative Technical Practical (hands on)
Inspiring the Black Country event also forms part of our Creative Arts World of Work Week – would your organisation be interested in providing pre-recorded video content informing school aged students about this sector and the roles that exist within it?	
Yes / No	
(roles could include photography, product design, graphic design, animation, virtual reality, architecture, performing arts etc)	