

National Careers Week 5th - 9th March 2012



What's it all about

The 2012 National Careers Week (NCW) is a celebration of careers resources in education across the UK - involving careers professionals, teachers, students, parents and employers to help better inform our future talent on the world of work. The NCW is all inclusive from SEN to HE. It's a 'grass roots' demand led project, and is about doing!

The aim of the initiative is to empower individuals and establishments to come together through events and activities in their respective communities to celebrate the broad range of career opportunities in the UK. NCW will support and be supported by over **7,000** careers professionals and key influencers in over **3,500** secondary schools and FE colleges in the UK.

NCW is about making contact, sharing best practice and helping our future talent make better career choices that are relevant to the changing labour market.

Why

At a time of major funding cuts in the service provision of Careers Education, Information, Advice and Guidance (CEIAG) combined with the current levels of youth unemployment and desire from all quarters for improved social mobility, there has never been a better time or need for employers and key stakeholders to better engage with education and their future talent.

What's Happening

There are three strands to NCW:-

1. **Connectivity** – helping all stakeholders to connect with each other to build relationships with the focus of an activity/event during National Careers Week next March.
2. **The Week** – Stakeholder developed events from curriculum collapse days, employer visits, taster days, sharing of best practice and online resources all supported by the NCW Community.
3. **Communications** – on-going communications to all those registered on NationalCareersWeek.com on the latest updates, resources and opportunities for young people in January, February and **every day** during Careers Week. There will be extensive communication through the NCW social media twitter community.

The NCW website is acting as a key signposting and sharing platform to excellent resources enabling wider partners to join and share their resources. The NCW Twitter feed is central to the programme this year. Helping our community connect with each other, it's already a hive of activity.



How You Can Get Involved

There are already a range of Careers Week activities being planned and many ways to become involved:-

1. Participation is completely free simply join the community at www.nationalcareersweek.com to ensure you are kept up-to-date with the latest developments
2. Follow the #CareersWeek Twitter campaign at www.twitter.com/CareersWeek so that you can connect with others in the Careers Week community, share ideas and form new partnerships
3. Keep us informed of quality free online resources you know about so we can include them in our list of useful links to free resources for everyone to share at www.delicious.com/NationalCareersWeek
4. Download the NCW poster , print it out, stick it up and pass it on

Contacting us

If you have any Careers Week questions, ideas or resources to share you can contact us by email on contact@nationalcareersweek.com.

Background on the Lead Partners

Institute of Career Guidance

The Institute of Career Guidance has a membership of over 3,800 and is the largest professional body of careers professionals operating at all levels of the CEIAG arena. www.icg-uk.org.

Careersinfo Group

Careersinfo Group is the number one provider of free, quality and trusted careers resources to education, working directly with over **7000** careers professionals in over **3500** schools and FE colleges across the UK. Generating over **1 million unique film viewings**, through www.careersbox.co.uk, the Skills Explorer and C-Mail digital communications, the Careersinfo Group connects organisations with future talent more effectively.

To find out more about the Careersinfo Group, visit <http://about.me/careersinfo>.