

Inspiring Careers — Shaping the Future

Thursday 25th March 2021

10:30-14:30 and 18:00-20:00

Thank you for choosing to participate at Inspiring Careers — Shaping the Future. This document contains information about the event for exhibitors, such as how to take part in the event and engage with young people, as well how to maintain continuous engagement once event is over.

Who is LikeToBe?

LikeToBe is the online career network which introduces students to professional online networking and creates regular, employer engagement. It was designed to connect students in geographically and socially isolated areas with employers to provide opportunities for all, regardless of their location or background.

LikeToBe are partnering with Plymouth City Council, Plymouth City Bus and Devon & Plymouth Chamber of Commerce to host the county-wide Inspiring Careers event.

How does the virtual event work?

Instead of the familiar face-to-face career events, this is a virtual event hosted on the LikeToBe platform. Similar to traditional career events, the event includes career talks, Q&As via the forum, livestreams, workshops and career opportunities within the different zones. The event will run from 10:30-14:30 and 18:00-20:00 to include an evening slot for young people to engage with the site alongside their parents. Importantly, after the event the content will remain available for visitors to engage with.

To navigate the event, please read the guides on the following pages for navigating the event home page (**page 3**) and the event zone pages (**page 4**).

Who will be visiting?

Visitors will be able to access the event when they register on the platform and will be starting on the main event page. From here, they will be able to navigate between each of the zones to explore the different exhibitors; listening to career talks, applying to opportunities, and asking questions to find out more.

When visitors ask a question in your secure forum, the moderator/admin of your page will instantly get an email notification. You can then reply directly to their question, or do so at a later point. If you want to add more moderators, simply go to your organisation's profile page and click on "Add New Educator" or "Add New Staff member." Students are able to follow your page in order to receive updates from you in their newsfeed. To find out how many people are following you, go to your Newsfeed tab.

What is a virtual exhibitor booth?

Your profile page will be your **virtual exhibitor booth** which will exist long after the event. Visitors will be directed to your virtual booth after watching your short video presented at the event. Please have a look at our *“How to optimise your organisation page”* guide to enhance your profile. In short, you can:

- Add information about your organisation or individual
- Add updates to your timeline
- Upload videos and important resources
- Invite students to follow you
- Feature opportunities such as virtual work experience
- Answer student questions in your own forum

What do you need to prepare?

To prepare for the event, there are a couple of steps that you will need to complete:

1. Create your own personalised, virtual booth on the LikeToBe platform (**page 5**).
2. Create a short (3 minutes), inspirational video for students to watch (**please see the Speaker guide on page 6**) and send this to bec@liketobe.org
3. Respond on the **25th March** to questions posted on your secure forum. You will receive an email notification letting you know when something has been posted!

What is next?

Besides preparing your virtual booth for the event, there are several other steps important to take before and after the event:

- Start following LikeToBe by clicking on the yellow button “Follow” next to the logo on the event page -> <https://www.liketobe.org/organisations/liketobe/profile>
- Keep your virtual booth updated in the weeks/days leading up to & after the event
- Schedule a follow-up call with us after the event to discuss the event and future opportunities on our platform

We hope you enjoy the virtual event. If you have any questions, we are happy to help so please contact us at bec@liketobe.org.



Get To Know: Event Home Page

Example Page:



West of England Career Inspiration Show - November
(Organisation)

↻ 01

Follow

Explore ▾

⋮ ▾

Profile

Timeline

News Feed

Events/Workshops

Forum

Resources

Jobs

02

03

04

05

06

07

08

- 01) This is the name of the event
- 02) This is where you can find an overview of the event
- 03) Here you will see any webinars and news updates
- 04) All updates from exhibitors will appear in this section
- 05) This is where you can explore the different zones and workshops
- 06) General questions can be asked and answered here
- 07) This is where you can find resources and extra information
- 08) Opportunities from exhibitors are posted in here

www.liketobe.org

Any questions? Let us know!
info@liketobe.org



Get To Know: Event Zones

Example Zone:



West of England Career Inspiration Show - November

↳ Health and Social Care (Zone)

01

Follow

Explore ▾

... ▾

Overview

Timeline

Exhibitors

Speakers

Forum

Resources

Opportunities

02

03

04

05

06

07

08

01) This is the name of the zone you are in

02) This is where you can find general zone information

03) Here you will see any news related to the zone

04) All updates from exhibitors will appear in this section

05) This is where you can watch talks from exhibitors

06) General questions can be asked and answered here

07) This is where you can find resources and extra information

08) Opportunities from exhibitors are posted in here

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Any questions? Let us know!
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How to sign up to LikeToBe as an employer?

LikeToBe is the online **Career Event Network** for organisations to engage with young people in the United Kingdom.

Frequently asked questions:

1. How do I edit/update my profile?

Click on the edit button right of your logo on your profile page.

2. How do I change the image for the logo and the banner?

While editing your profile, just upload a new image and this will automatically change the logo/banner.

3. Can I add a video to the resources tab?

The website currently only supports urls from YouTube and Vimeo.

4. What can I add to my timeline?

You can add an image or a video (url from YouTube or Vimeo) in addition to text and links in the text box.

www.liketobe.org

Steps

01

Go to LikeToBe.org and register as an employer



02

An email will be sent to you, click on the link to complete your personal profile



03

From your personal profile you can now 'create an organisation'



04

Wait for your organisation profile to be approved



05

Make sure you complete your organisation profile by adding updates, resources and info



06

Share your page with your network and invite them to follow your page



Any questions? Let us know!

info@liketobe.org

Speaker Guide

What's next...

Thank you for your interest in taking part in the West of England Career Inspirations Show. Please find below some information about preparing a video for the event. You can supply your own short video or we can help you create one.

WHAT WE WANT YOU TO CREATE:

A short 3-7 minute engaging and inspiring career talk, This could be a video or a narrated presentation. Topics can range from career journey to employability skills - whatever you think would capture the interest of young people!

USEFUL POINTERS

- Who you are, who you work for, your job title and role How did you get there?
- What is good about working at your organisation?
- What are the career routes into the industry
- Tips/comments/suggestions for young people

FILMING TIPS

- You do not need complicated equipment, a smartphone will do the job. Landscape orientation works best.
- Light source should come from behind the camera.
- Try to look directly into the camera and keep it steady.
- Practice and do several takes before the final video.
- Ask for feedback from friend/colleague

FINISHED THE VIDEO?

Send it over to bec@liketobe. WeTransfer or Dropbox works best!

Any questions? Let us know!
info@liketobe.org

www.liketobe.org

