

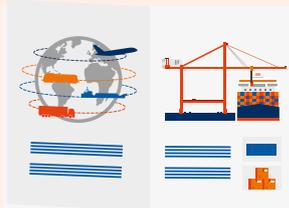
Tips for attending careers days



Getting involved in a local community event could do wonders for your business. If you are considering promoting your business to young people at a careers fair, here are some practical tips from our members:

Company Communications

Think about the way you communicate; use plenty of images and don't make anything too word heavy, young people generally respond better to visuals.



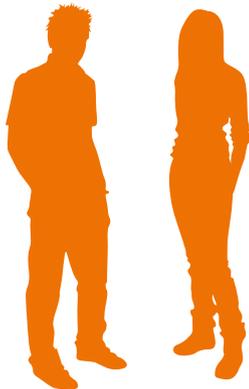
Get the Audience Involved

Involve the audience with an interactive activity. Make logistics relevant to young people by asking questions such as 'what are you wearing and how did it get here?' Or, set them a challenge to work out how to move a product, such as a phone, from China to the UK.



Take an Apprentice With You

Potential apprentices respond well to current apprentices, valuing their opinion and insight. Why not show some success stories or even take a current apprentice with you.



Hands On Experience

If practical, invite interested students into your business to take a look around. Target their influencers, such as parents, schools and teachers to set up these visits.

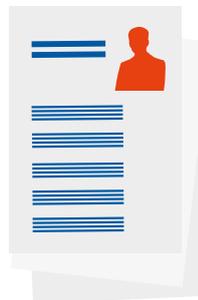


Social Media

Generally, apprentices don't want to receive social media updates from companies in their leisure time. However, they are much more likely to follow and engage with them during a careers fair.

Case Studies

Provide case studies of former apprentices that have progressed within the sector and highlight the various career opportunities that could be available to them.



What's In It For Me?

Demonstrate employee benefits and any other perks your company offers.



Promote the Industry

Refer to our booklet 'Careers in Freight Forwarding' to promote all of the positive reasons for considering a career in logistics.



Download our booklet at bifa.org/about/apprenticeship