

You may already have an idea for your event or you may not. Don't discard an idea because it is new, hasn't been done before or starts out as a joke. It may just be a new idea.

Event Suggestions

There are many types of great events you can run to suit your requirements and your resources. You can create a National Careers Week event for any age group, organisation or community – on any theme.

Career development is not just for students. You can organise a careers event for any age group, for example, for pre-schoolers – activities like, "what do you want to do when you grow up?" or "what do your parents do?" or for return to work parents – activities profiling changes in the workplace and adapting skills, or for retirees (who aren't ready to stop working) – activities like an evening of part time or volunteer opportunities.

If holding an event is new to you or your organisation, then the path is clear to create whatever type of National Careers Week event that works for you and your audience. You might find the right event for you listed below.

The resources, including the campaign website, will give you a lot to work with, and the publicity generated nationally will add a sense of purpose to your event.

Build in the Campaign theme and messages – Some of the key Campaign messages are:

- Career. It's More Than Just a Job
- Discover Who You Are!
- It's Never Too Young to Start Exploring
- Make Well Informed Decision
- Keep Learning. Be Resilient

Events that help people understand and be able to connect to the key messaging would be ideal.



Event Ideas – Student activities

Event Ideas for Student activities

- Hold a poetry or writing competition for students with a theme such as their dream career
- Run a trivia day/night with career questions
- Have students write up their parent's careers including paid work, interests and volunteering
- Develop a display in your local shopping centre
- Arrange a special career-themed assembly
- Hold a morning tea and career storytelling with pre-school children at a local school
- Ask children to record stories of the lives and careers of older people
- Run a seminar on careers, jobs or volunteering with local business people
- Turn your classroom into a game show set and have fun career related questions and some small prizes
- Have students compile a 'Passport' of where they've been in life and a list of their dream destinations. Then encourage them to plan their 'trip'!
- Have a volunteer talk at your school assembly about how their volunteer experiences have helped or shaped their paid work
- Have fun with a competition, game or treasure hunt with careers related clues
- Run an online treasure hunt – give participants a list of things to find, some clues and career development websites to use
- Run a colouring competition for younger children focusing on jobs in your area
- Have students write up their parent's careers including paid work, interests and volunteering
- Invite a career advisor to do a Q & A
- Run a local career festival featuring information on a range of occupations in your area
- Organise a bus tour of the local industry and important businesses
- Run a photographic competition (positive images of different careers)
- Arrange a debate on a modern career theme
- Organise 'speed career meetings. Pair people up for five minutes to talk about aspects of their careers and life, before rotating them to talk to someone else. Have pizza afterwards to discuss in a larger group what you learnt
- Arrange an activity with the theme 'Walk a mile in my shoes' – match the footwear to the job!
- Run a series of short radio segments leading up to your activity, including career identification questions
- Include word games on career development in your weekly or monthly newsletters
- Run a competition for students to match teachers and their previous career.
- Employers breakfast – Use National Careers Week as an opportunity to invite industry to the school to develop schools/industry partnerships. Target organisations that students are interested in finding out more about or where they might like to work in the future.
- Bring in the experts – Invite industry guests to the school to discuss their career experience.
Examples include:
 - an Australian VET Alumni – <https://www.myskills.gov.au/the-australian-vet-alumni-program/>
 - a local apprentice who has completed their apprenticeship
 - a representative from a Registered Training Organisation (RTO) or Group Training Organisation (GTO)
 - employers who represent different industries
 - representatives from industry associations
- Family career maps – Ask students to map a selection of family members' career pathways to present to peers.
- Don't forget your local community newspaper, let them know what your students are doing, get some positive publicity for your school, your students and your event.
- School Newsletter articles – employer and past students such as a monthly profile or for the May School Newsletter
- Celebrate Career Education teachers – opportunity to highlight the skills and experience and expertise
- Target ex-students to showcase their career path – through group discussion, panel, social media, Q and A session online

And don't forget your event doesn't have to be huge – just tailored for your audience.

Event Ideas – Businesses and other organisations

Event Ideas for Businesses and other organisations

- Participate in a Career Expo or event in your local community or at your local school or college to profile your industry
- Offer to provide a speaker to local community and service groups profiling career roles within your organisation or industry
- Provide career mentoring opportunities for your employees
- Offer "try a job" opportunities within your organisation to help your employees understand the job requirements and duties of their co-workers
- Organise career seminars for your employees to assist in their career development within your company
- Turn your office into a game show set and have fun career related questions and some small prizes
- Have seminar attendees compile a 'Passport' of where they've been in life and a list of their dream destinations. Then encourage them to plan their 'trip'!
- Have a volunteer talk to your organisation about how their volunteer experiences have helped or shaped their paid work
- Offer volunteer opportunities to staff to participate in local community volunteer programs
- Have fun with a competition, game or treasure hunt with career related clues
- Organise a champagne breakfast with other organisations in your area
- Invite a career development practitioner to do a Q & A at a staff seminar
- Run an online treasure hunt – give participants a list of things to find, some clues and career development websites to use
- Hold a cheese and wine tasting with a guest speaker on career development
- Organise a discussion on participation in the workforce from mature aged people and seniors
- Run a local career festival featuring information on a range of occupations in your area

- Organise a bus tour of the local industry and important businesses to foster staff/business relationships
- Run a photographic competition (positive images of different careers in your organisation)
- Arrange a debate on a modern career theme
- Organise 'speed career meetings. Pair people up for five minutes to talk about aspects of their careers and life, before rotating them to talk to someone else. Over lunch discuss in a larger group what was learnt

And don't forget your event doesn't have to be huge – just tailored for your audience.

Don't forget to log your event on the
National Careers Week website.



Event Ideas – Running a Virtual Event

While virtual events may seem like they'd be less engaging, you'd be surprised at the value they can bring. It allows you to bring together a wider audience, and travel costs that could have prevented attendees from being able to attend a live event are no longer an issue.

Plus, virtual means fewer overhead costs – after all, you're not budgeting for a venue, large events staff, and other in-person line items. So you get to drastically reduce your outgoings while spending more on curating the best virtual event possible.

Lastly, there's the data. It's much easier to track who is watching what when everyone is tuning in online.

Ideas for virtual events

A virtual event, also known as an online event, is an interactive gathering that happens on the internet.

Unlike in-person events, virtual ones aren't restricted to a single location. A remote attendee can join and participate from anywhere in the world, given he or she has access to the web.

Some events are completely virtual and every guest attend sessions from the comfort of their own home, favourite coffee shop, or wherever they might be.

So how can you translate your in-person event experience into something valuable for people online? It's all about using the format to give attendees what they want.

The best virtual events mirror in-person ones in many ways. Do your best to provide networking opportunities for attendees, get great speakers, secure an event host, and personalize the attendee experience.

We have listed some ideas below to get you started:

Online Conference

An online conference, summit or whatever else you want to call it can be a great way to educate your audience from afar.

You can create different sessions throughout various times of the day for virtual event attendees to pick and choose from, just like during a regular, in-person conference.

Webinar

A webinar is a shorter online event but can still be a great way to get the word out there about your business or launch and inform or educate your audience.



Webinars are like online presentations where the host speaks overtop a slideshow for a live, virtual audience.

Many times webinars will even have live chats for the host or speaker to answer questions in real time while the virtual event is going on.

Online Workshop

While hands-on workshops where you walk students through how to do something and end each workshop with a completed project are often done in person, this can absolutely be turned into a virtual event as well.

Whether you're showing your students and attendees how to look for specific career information, prepare a resume, practice for a job interview or something else altogether, you can host one of these online by streaming a presentation or video of yourself.

Live Stream

You can also host a live stream on social media or another live streaming platform as your virtual event. This is a great way to host a virtual event on a budget as well, because you can use an already established platform to share your content.

Just post an announcement on the platform you plan to host your event on to let your audience know that you'll be hosting an online event.