

Spring Term 2021

Raising Aspiration and Achievement

<i>Date & time</i>	<i>Event</i>	<i>Suitable For</i>	<i>Content</i>
Thursday 14th January 13:00 – 14:00	Creating the Conversation <u>OPR</u>	<i>Students -</i> <ul style="list-style-type: none"> • Seeking to gain an understanding of PR • Interested in the creative industries • With a preference for ARTS based subjects 	O, one of the most awarded marketing and comms agencies outside of London are a fully integrated strategy, PR, digital and creative communications agency operating out of their Newcastle base in Sandyford. Hear how a career building brands on behalf of others can be rewarding, challenging and diverse with clients including everyone from Flymo to Fenwick and Dr Martens
Wednesday 20th January 13:00 – 14:00	Putting the Care into Customer Service <u>LNER</u>	<i>Students –</i> <ul style="list-style-type: none"> • Seeking to gain an understanding of customer service • Seeking to gain insight into a call centre environment • Seeking to be in a career which helps others 	Whilst we all have expectations within customer service, just how do these expectations translate into a career? The customer service sector is a huge employer crossing the boundaries of sectors as ultimately, without customers, businesses don't exist. Hear how LNER put their customers first from their national customer service call centre located here in Newcastle, explore the skills required to be successful in this sector and understand what working in a 'call centre' really means for your career.
Thursday 21st January 13:00 – 14:00	Bigger than Bluelights <u>NHS</u>	<i>Students –</i> <ul style="list-style-type: none"> • Interested in becoming a paramedic • Seeking to gain an understanding of the reality of a Paramedic's role 	Front line responders within our NHS, not all paramedics work on an ambulance and we hear from those who do and those who work elsewhere across our National Health Service. A career with huge pressure and huge rewards in equal measure, join us to discover what it takes to be the first on the scene assessing and treating medical emergencies where no two shifts are the same.
Wednesday 27th January 10:00 – 11:00	Affiliate Digital Marketing <u>Silverbean</u>	<i>Students –</i> <ul style="list-style-type: none"> • Interested in marketing • Interested in social media • Interested in how influencers impact product sales 	What is the world of Digital Affiliate marketing and what skills are required to work in this game changing industry? Working with influencers and social media channels to manipulate consumer buying habits to increase sales on behalf of clients, Silverbean share an insight into what they need from employee's to deliver successful campaigns for clients including New Balance, Charlotte Tilbury and Hello Fresh.

Spring Term 2021

Raising Aspiration and Achievement

Date & time	Event	Suitable For	Content
Thursday 28 th January 13:00 – 14:00	Finding Your Place <u>Newcastle City Council</u>	<i>Students –</i> <ul style="list-style-type: none"> Interested in finding out what 'Place' making is Interested in cross-sector subjects 	There are many consideration when planning how a modern city will work and we go behind the scenes with the Place Making department at Newcastle City Council to understand how careers in planning, property, transport, engineering & public realm shape our cities of the future and give employees a chance to have a positive impact as they build, design and plan the world around them
Thursday 4 th February 10:00 – 11:00	Recruiting the Recruiters <u>Talent 84</u>	<i>Students –</i> <ul style="list-style-type: none"> Who are target driven Interested in helping individuals succeed 	Recruitment Agencies are the people responsible, worldwide, for getting the right talent into the right places for both the candidate and the client. It's almost certain that every young person will come into contact with a recruitment agency at some point in their career so why not consider the opportunities existing within this global sector for employment, perfect for anyone with intuition, analytical and people skills
Wednesday 10 th February 13:00 – 14:00	Engineering with <u>Costain</u>	<i>Students –</i> <ul style="list-style-type: none"> Interested in learning more and understanding about careers in engineering 	Responsible for delivering huge infrastructure projects across the region and further afield, Costain are currently working on the A19 improvement works, South of the Tyne and the A1 west of Newcastle. As a business they rely heavily on top class qualified and experienced people across a range of disciplines. Join us for an event exploring engineering as a career, what skills are required and the realities of the job role behind the job title
Tuesday 23 rd February 10:00 – 11:00	Entrepreneurial Stories	<i>Students –</i> <ul style="list-style-type: none"> Interested in working in business Interested in having their own business 	Our popular Entrepreneurial Stories events bring together two successful local entrepreneurs to share their story. This time we are joined by Sarah Tempest, <u>Altogether</u> , a creative marketing agency and Ben McKechnie, <u>Epicurium</u> , wholesale distributor of healthy snacks, who will take a candid look at their transition from employee to business owner. Examining the pitfalls and the positives we will hopefully inspire and inform our young people to consider that being a business owner may be within their reach.

Spring Term 2021

Raising Aspiration and Achievement

<i>Date & time</i>	<i>Event</i>	<i>Suitable For</i>	<i>Content</i>
Thursday 24 th February 13:00 – 14:00	Haulage & Logistics <u>Moody Haulage</u>	<i>Students –</i> <ul style="list-style-type: none"> Interested in driving Interested in finding out about what's involved with logistics, storage & HGV driving solutions 	An entrepreneurial owned family business, Moody Logistics & Storage have been operating in partnership with clients to offer logistics, storage and haulage solutions for over seventy years. An often 'unseen' industry, we hear from the owner of the business, an apprentice HGV driver and an operations employee about what's required and what's available to young people considering their futures.
Wednesday 3 rd March 10:00 – 11:00	Networking; What is it and Why do I need it?	<i>Students –</i> <ul style="list-style-type: none"> Who are 16+ and preparing for the world of work Who are likely to progress into a sector requiring networking: sales / marketing / business development / professional industries 	Networking is an intrinsic part of many cross-sector job roles including sales, business development, marketing, finance, law, HR and the professional service industry as a whole. Understand what networking is, why you may need it in your career and be armed with some top tips to help you hit the ground running at your first networking event
Thursday 4 th March 13:00 – 14:00	Market Research, <u>Explain Market Research</u>	<i>Students –</i> <ul style="list-style-type: none"> Interested in marketing Interested in data With an analytical brain 	Successful marketing campaigns are created around data and we join Explain Market Research who share the science behind the creativity and explore skill sets and career opportunities within this niche sector of marketing.
Tuesday 30 th March 13:00 – 14:00	<u>Northumbria Police</u>	<i>Students –</i> <ul style="list-style-type: none"> Interested in becoming a police officer Keen to explore difference sections within the police for progression following probation Progression to university for a degree course 	Being a front-line Police Officer is a career, a vocation, a lifestyle. Many young people may be attracted to the police force without really understanding the realities of day-to-day policing alongside the opportunities for progression across departments once two years probation is completed. Hear from police officers from several departments about what their role entails and examine what entry requirements in place to join the force, including every candidate holding a degree.



Essential Information & Guidance

Events will be delivered digitally via a professional ZOOM platform and pre-registration is required once expressions of interest are received

Questions are welcomed in advance of each event, please forward to catherine.tucker@ne1can.co.uk or use the live chat box facility during the session

Students and young people aged 16+ are permitted to attend events independently with an attendee list being provided in advance by the educational facility, students and young people under 16 must be accompanied by an educational leader

Educational leaders will be responsible for organising any and all relevant technology to access events

Educational Leaders will be asked to complete a survey post event to help formulate and develop the programme moving forward

Educational Leaders are required to ensure all camera's and microphone's remain turned off during the event unless otherwise prompted and asked to do so by NE1 CAN for purposes of an activity. Failure to do so may result in removal from event

Recorded footage of the event is available free of charge to NE1 LTD BID LEVY payers, footage of the event is available at a small charge to additional education providers, if required

Standard NE1 CAN events are free to attend, bespoke careers led, inspirational and informative events can be delivered at a cost to education providers

NE1 CAN events map to Gatsby benchmarks 1, 2, 3, 4, 5 & 6. To book places please email catherine.tucker@ne1can.co.uk