



careermap
MEDIA GROUP

Sharon Walpole, Head of Partnerships

Complete Careers Primary Conference

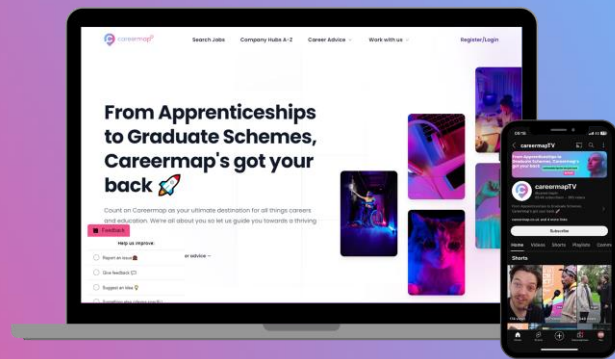
14th November 2023

Careermap Media Group

Shaping the future of talent

Careermap Media Group is committed to shaping the future of talent. Our objective is to build informed talent pools that develop a stronger more diverse workforce, helping to bridge the skills gap between education and employment.

**From Primary School Career Support,
Apprenticeships to Graduate Schemes
and everything in between –
Careermap's got your back 🚀**



Careermap works in collaboration with leading organisations across a range of industries to produce a range of informative resources rich in LMI.

Designed to engage young people across multiple media platforms and in a range of formats, including digital guides and video.

We show all career and qualification opportunities across all levels.



Why Primary Schools?

By the time young people begin to make career decisions, they have already been through a large part of their qualification journey. If they do not know about the range of careers available or how these will change in the future, it can be difficult to make decisions about qualification choices.

Good career inspiration can literally change children's futures – important for social mobility.

We aim to:



Break barriers to careers that are gender stereotyped



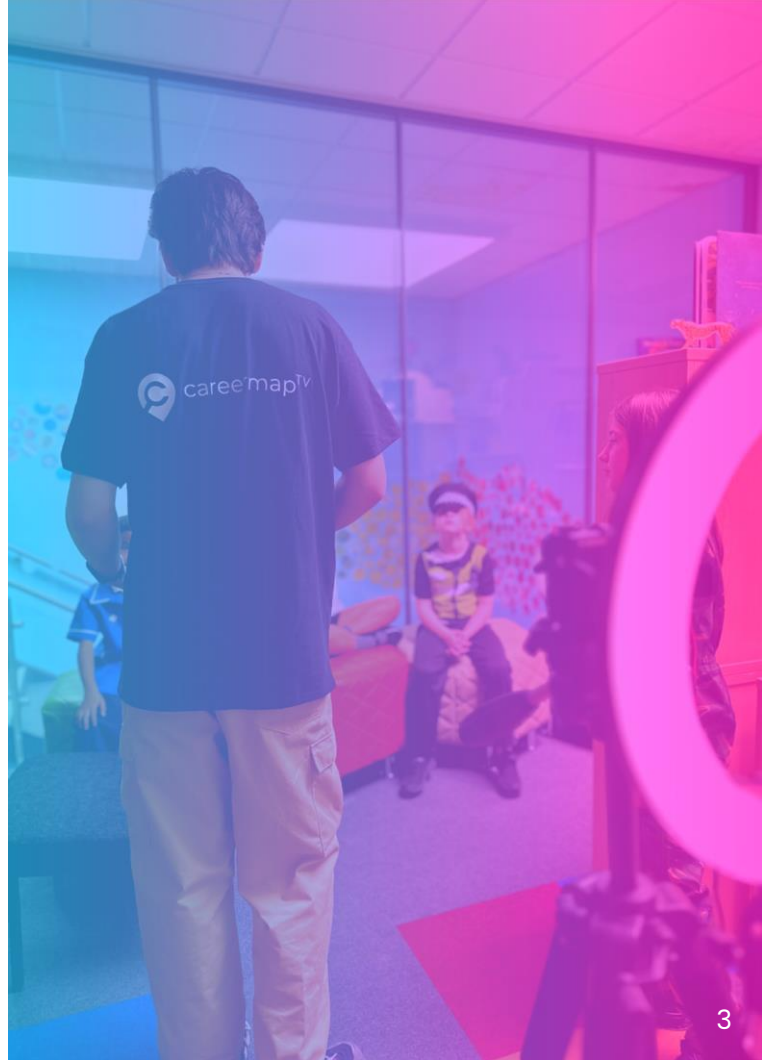
Improve social mobility, promote diversity & inclusion in the workplace



Encourage discussions from an early age to dispel misconceptions



Bridge the labour shortage and skills gap



Careermap for Primary

About

The world of work is rapidly changing. Many of primary school children will jobs that do not even exist yet. Employers tell us that by the time young people apply for early career opportunities, they have already made key decisions about their qualification pathways.

Our team of passionate professionals (including trained teachers) with the insight from thought leading partners (PiXL, the CDI, Education for Employers and Young Enterprise) aim to deliver a project that started big and is growing bigger!



Careermap for Primary 2023

Dream Big Day 2023



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Dream Big Day was a really enjoyable event at our school. It opened up the children's eyes to the many opportunities in the world of work as well as the different journeys you can take to get there. There was lots of fun and dressing up, as well as tackling serious issues around gender stereotypes in the workplace. We cannot wait to hold the event again next year! //

Bev Sheppard

Deputy Head, The Deans Primary School

DREAM
BIG
DAY



Plans for 2024



Dream Big Day 2024

Friday 28th June 2024 – Dream Big Day 2024

Dream Big Day will open minds, start discussions and expand children's minds about their future.

- Register to Careermap's [Careermap for Primary](#) website to keep abreast of upcoming activities and access to free classroom resources to help you plan your Big Day.
- We'll be broadcasting employers into the classroom so your young people can ask questions about their dream career to open their minds bridging the gap between classroom learning and the real working environment, inspiring a new generation of future professionals. Ultimately, our goal is to ignite curiosity, ambition, and a passion for learning, empowering young people to confidently step into a world of endless possibilities.

Dream Big Day Out 2024

Do your young people dream of being a pilot? YouTuber? Footballer? We bring schools, careers professionals and businesses together to give primary pupils across the country a day full of activities, information and experiences, inspiring the next generation to explore their potential and careers of the future.

Simply sign up your primary school; we'll connect you with employers providing days out to their workplace help them develop an understanding of different professions, industries, and workplace dynamics. This exposure can broaden their horizons and ignite their interest in various career paths.



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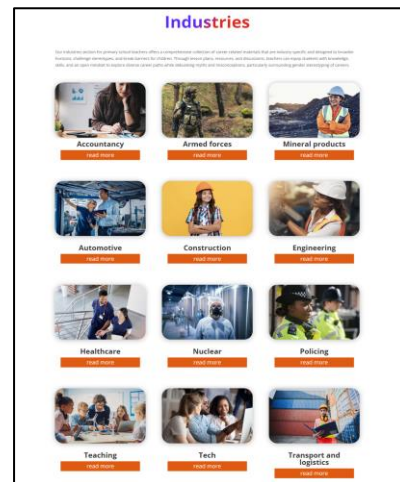
Resources [Create a free account to access](#)



Careermag for Primary Schools



Downloadable lesson plans, activities and resources



Industry specific guides and resources

Thank you.

Contact Us

www.careermapforprimary.co.uk

www.careermapmediagroup.co.uk

www.careermap.co.uk

info@careermap.co.uk

Contact Sharon Walpole, Partnerships Director

Sharon@careermap.co.uk

DREAM
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