

June 2nd 2022



Kia ora Employers/Guest Speakers

Thank you for volunteering your time as an industry expert and guest speaker to inspire our future workforce affording the next generation the opportunity to connect with and learn about your industry.

Sharing knowledge and advice from your unique perspective as an employer has the ability to help shape future employment opportunities for our young people.

*"Hāpaitia te ara tika pūmau ai te rangatiratanga mō ngā uri whakatipu"*

*Foster the pathway of knowledge to strength, independence and growth for future generations.*

The information contained in this document includes

- Confirmed event dates
- The event format
- Available time slots for webinar interviews across the two days
- Head shot image requirements
- Channels for event marketing

Jay Phillips  
National Programme Manager

# Project Team

## Account Manager



Considered a regional advocate for the creative industry, Rebecca's leadership has driven Firebrand to explosive growth. Responsible for keeping the Firebrand flame burning bright, her dedication to customer delivery is unsurpassed. Rebecca's commitment to exceeding customer expectations is complemented by her strengths in strategic planning, process analytics and executive project management.

021 876 200 | [rebecca@firebrand.nz](mailto:rebecca@firebrand.nz)

## Videographer / Onboarding Manager



Our resident storyteller Paul, is Firebrand's onboarding people person. Paul loves all things tech which makes him ideal for crafting digital and marketing solutions for our Youth Employment Success Programme. Having been a part of the programme from the onset, Paul has a wealth of knowledge around making businesses and youth feel at ease when it comes to the onboarding process.

## Programme Manager



Working as programme support with Youth Employment Success for the past 2 years Jay has created strong connections with our employers, rangatahi and community. She is a passionate advocate for youth and her skills lie in the areas of project management, event planning, relationship building and content creation.

# Operation Find My Job Event 2 Date



## Interview Schedule

### YES Operation: Find My Job - Speaker Schedule

Guest Speaker	Host	Business/Organisation	Scheduled Time - June 22nd
Jay Phillips		Youth Employment Success	9.30am - 9.50 am
Benji Ahdar - Employment Liaison Advisor	Jay	Connected	10.00 am - 10.15am
TBC	Steph	LSV	10.30 am - 11.00 am
Rachel Binnie & Bex Twemlow	Steph	Firebrand	11.10 am - 11.40 am
Alistair Hogg	Jay	Aotea Security	11.10 am - 11.40am
Holly Osmond	Jay	Roots Bar & Dada Manifestó	11.45 am -12.15 pm
Simon McCosh/Frankie	Steph	Community Care Trust	11.45 am -12.15 pm
Janine Bakker	Jay	Contact	12.20 pm -12.50 pm

Chelsea Donnelly	Steph	Go Horticulture	12.20 pm - 12.50 pm
Heidi Renata	Jay	Mana Rangatahi	1.00 pm - 1.30 pm
Tania Washer, Director	Steph	Productive People Ltd (West Coast Trades Academy & Upskill Employment & Training Project)	1.00pm - 1.30 pm
Nathan Howes	Jay	Talley's Group	1.35 pm - 2.05 pm
Mark Cameron	Jay	Action Engineering	2.10 pm - 2.40 pm
Phil Yuen	Jay	Aotea Electric Marlborough	2.45 pm - 3.15 pm
Katy Sheffield	Steph	McDonald's George Street	2.45 pm - 3.15 pm

## The event format

Event registration will be managed via the event page on the Youth Employment Success website, once registered a link to the event will be sent to the registrant.

The event itself will be hosted from a central event hub which will consist of several virtual rooms as outlined below.

- ⇒ Lobby
- ⇒ Construction & Infrastructure Room
- ⇒ Primary Industries Room
- ⇒ Engineering & Automotive Room
- ⇒ Social & Community Services Room
- ⇒ Tourism, Hospitality & Retail Room
- ⇒ Tech & Creative Room
- ⇒ Booth Room
- ⇒ Common Room

Rangatahi, whānau and guests will enter the event via the lobby, the virtual lobby space will act as the event directory wherein a schedule of live webinars and their corresponding rooms will be posted.

Each Industry room will host one or more industry experts as guest speakers in one on one live Q&A style interviews conducted by the YES team. Youth will access the webinar via the event platform, though the webinars themselves will be hosted via Zoom Webinars. The Interviews will be recorded and used as youth resources for those unable to attend the live interview. A release form has been supplied along with this document for confirmation that you are happy for this to be used as such.

The industry rooms will also include an industry showcase video, industry-specific resources and the ability to network with the YES team, peers, guests and hosts via live chat or video, allowing multiple ways in which rangatahi can interact with each industry.

Each industry room will contain a portal link to the employer booths where rangatahi will have the ability to apply for employment-based opportunities and interact directly with those YES employers that would like to host a booth (a booth provides the opportunity for youth and guests to interact with employers directly). The common room will act as the event debrief space where youth have the opportunity to interact with their peers, whānau & kaiako, share useful information, event highlights & play games.

# The approximate number of attendees

We anticipate that we will have 150 students in attendance across the 2 events.

An invitation of attendance will also be extended to a large number of community groups within the YES network.

# Information on planned marketing and communications

We will engage/communicate and advertise to rangatahi using the platforms that we know they love and use regularly.

- ⇒ Instagram
- ⇒ Snapchat
- ⇒ Tik Tok

Event communications will also be shared with registered Youth Employment Success - Opportunity Seekers/Runaka, Schools & Training Institutes via the YES website, electronic direct mail campaigns and community networking.

# Imagery & Branding

As a part of our event promotion we will be creating marketing collateral to promote guest speakers their industries and businesses, this will require a high resolution headshot image of each of our guest speakers, we will also require up to date logo sets (if we don't have them on file already). If you have specific requirements around the use of your logo please contact us or alternatively supply your brand guidelines.

Send headshot images and logo files to:  
kiaora@youthemployer.nz