

for the career educators community

optimus-education.com

NCGS London

Novotel London West
17 April 2024

NCGS Southwest

Westpoint Exeter
7 March 2024

NCGS North

Leeds United FC
20 March 2024

[What are the National Career Guidance Shows?](#) | [Benefits of exhibiting](#) | [Statistics from the 2023 London show](#) | [Event details](#) | [About Optimus Education](#) | [#NCGS2024](#)

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preparing for future careers in the ever-changing world of work

What are the National Career Guidance Shows?

The National Career Guidance Shows are a well-established series of annual conventions. These events offer excellent networking, information, and learning opportunities for career leaders, teachers, and other professionals in the field of CEIAG (Careers Education, Information, Advice, and Guidance). With three regional events held across England, the National Career Guidance Shows bring together a diverse range of organisations, providing career professionals access to all the resources they need.



Engage with **1,600** career educators and practitioners



Our visitors influence more than **217,000** individuals per week

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Benefits of exhibiting

By exhibiting at the National Career Guidance Shows, you'll have the opportunity to network with career professionals at all levels allowing you to showcase your products, opportunities and services and influence and educate decision-makers. The shows are highly regarded among careers leaders and practitioners, attracting many returning visitors each year.

The National Career Guidance Shows are the ultimate platform for companies like yours to showcase your commitment to talent development and career growth.

The National Career Guidance Shows 2024 will offer thousands of attendees policy updates, speaker insights, best practices, and knowledge sharing through our CPD (Continuing Professional Development) content program. Each event will feature a large exhibition area, showcasing a wide range of companies just like yours, including regional and national employers, further and higher education establishments, professional associations, and specialised careers tools and platform providers. As an exhibitor, you'll have face-to-face engagement with careers leaders and practitioners from various settings, enabling them to better understand and to engage with up-to-date labour market information and gain a deeper understanding of your company's skill and employment demands.

Participating as an exhibitor offers you the following benefits:

Tap into a Talent Pool: Meet and interact with motivated individuals eager to explore and better understand opportunities in your industry.



Build Brand Presence: Elevate your company's profile and enhance brand recognition among a key target audience.



Promote: Showcase your organisation's dedication to empowering individuals through meaningful career opportunities.



Connect with Educators: Forge valuable connections with career practitioners to explore partnerships and tailor programs that align with your workforce needs.



Showcase Innovations: Demonstrate your latest products, services, and innovations to a captivated audience. Engage in conversations about how your offerings can positively impact the career trajectories of thousands of people our attendee's support.



Showcase your impact

Exhibit: Set up an engaging and inspirational stand that highlights your company's values, culture, and opportunities to leave a lasting impression.



Guest Speaking Opportunities:

Share your expertise and insights by participating in panel discussions or delivering a keynote speech. Establish your organization as a thought leader and industry authority.



Networking Opportunities:

Take advantage of the dedicated Networking Area to signpost and advertise future partnership opportunities with delegates.



Statistics from the 2023 London show



★★★★

‘We found NCGS incredibly useful to have that face-to-face engagement with educators and careers leads.’

Exhibitor



★★★★

‘Really useful, really good conversations with the exhibitors and I have lots of ideas to implement in my school.’

Visitor



96% of exhibitors said the event was good or excellent.

84% of exhibitors said they would exhibit again next year.

92% of exhibitors said the event supported them in delivering high quality and high impact careers advice to their target audience.

88% attendees said the event will help them deliver a high-quality careers programme in their school/college.

77% attendees said networking with exhibitors was the highlight of the event.

74% attendees said they attended to support young people in their transition into working life or to find out about different providers for their career programmes.

Event Details

Our 2024 series theme

Embrace.Evolve.Succeed preparing for future careers in the ever-changing world of work

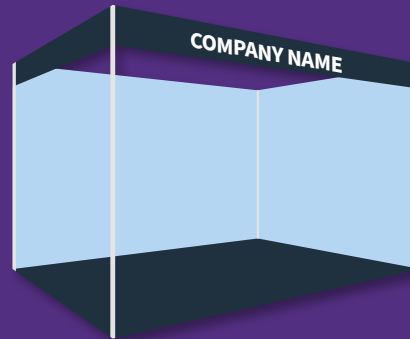
This year’s theme has been carefully chosen based on feedback from previous attendees. The world of work is constantly evolving, witnessing significant changes in working patterns, a continued rise in remote working, and widespread industry upheavals. In this dynamic landscape, access to high-quality, lifelong career guidance becomes crucial to better equip the thousands of people our attendees support on a daily basis.

Book your space now

Secure your participation by contacting us at exhibit@optimus-education.com or visiting <https://my.optimus-education.com/conferences/national-career-guidance-show-series>

Investment

Our team will work with you to tailor a participation package that aligns with your company’s goals and budget.



Stands cost

- London
£346 per m²
- Southwest
£330* per m²
- North
£330* per m²

What’s included:

- Shell scheme stand
- Stand carpet
- Free wi-fi to help you keep in touch and engage on social media
- Onsite porter assistance on build up and break down
- Listing and company logo within the event guide
- Website profile
- Inclusion within the event visitor marketing campaign
- Leverage our social media platforms to promote your involvement before, during, and after the event.

Sponsorship can be a great way to raise your profile or enhance your presence. Bespoke packages are available on request. To discuss sponsorship opportunities, please email Craig Cahill at craig.cahill@optimus-education.com

*Speak to a member of our team about alternative options for SME’s and charities.

About Optimus Education

Previously known as Prospects, Optimus Education is the market leader in delivering careers, jobs, education, skills, training, apprenticeship, and recruitment events across the UK. Our events are free to visit and offer exhibitors direct access to students, young people, families, graduates, teachers, and career professionals.

Optimus Education is part of Shaw Trust, one of the largest charities in the UK. Comprising Shaw Trust, Optimus Education, Ixion and Shaw Education Trust, we use more than 75 years of combined experience to support people to develop their potential. Shaw Trust helps to transform the lives of one million young people and adults each year. Our staff and volunteers work across the UK and internationally, supporting people to develop their potential and live independently.

Get in touch today.

Email exhibit@optimus-education.com

We also offer bespoke events for third parties to suit individual client needs, ranging from national Skills Events, award ceremonies and launches to conferences and business summits. Our events help people to gain an education, enter work, develop their careers, improve their wellbeing, or rebuild their lives. As a charity, we add value to every service we deliver by investing back into the people and communities we support.

Visit www.optimus-education.com



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