



Attending a careers fair...

Careers fairs can take place in a school or as part of a large event facilitated by an external organisation. Usually they involve representatives from various careers, promoting their role on a stall whilst pupils walk around and ask questions.

Before agreeing to attend a careers fair, members are advised to consider the following items:

1

Who's attending?

Understanding your target audience is important, it'll allow you to prepare accordingly and make sure you have all the materials you need. Conversations typically last 5 - 10 minutes.

Consider:

- How many pupils are estimated to attend?
- Are parents invited?
- What age or year group are the pupils from?
- Is there one or multiple schools in attendance?

3

What is the event aiming to achieve?

Consider:

- Is the event healthcare-specific? If so, it is more likely that pupils will be of an older age...
- Is the event offering insight into a broad range of careers? If so, you might be the only healthcare profession present...
- How many pupils attending the event are already interested in pursuing a career in medicine?
- Have these pupils received guidance about applying to medicine or the role of a doctor already?
- Are the pupils provided with prompts or an activity to complete whilst at the fair? e.g. do they have to prepare questions or have a target number of stalls to speak to?
- Is there an opportunity for you to deliver a talk to these pupils instead of having a stall?

2

When and where is the event taking place?

We know how busy you are! It is therefore important to know the time commitment required and to make sure you best use the time available to you.

Consider:

- Where is the event being held?
- How long is the event running for?
- Are you required to arrive early to set up?
- Are you required to send materials and merchandise ahead of the event?



Please view
rcgp.org.uk/discovergp

and view the 'inspiring future GPs'
section to find dedicated resources
for members wishing to deliver
talks to school pupils.





4

How are you hoping to engage attendees?

Your stall is a great opportunity for you to 'sell' general practice and careers in medicine to those attending.

Consider:

- Is your stall visually engaging? Remember to request merchandise from your local faculty...
- Have you visited rcgp.org.uk/discovergp where you'll find FAQs for school pupils?
- Will your stall be placed next to other healthcare professions? (this is preferable)

Remember to take with you

- ✓ Tablecloth, where possible
- ✓ '5 Fantastic Reasons to become a GP' flyer
- ✓ 'Route to becoming a GP' poster
- ✓ Syringe pens
- ✓ Roller banner, where possible
- ✓ Relevant books you can recommend
- ✓ Clinical instruments

Top tips!

- RCGP faculty offices have supplies of merchandise you can request
- If you're quoted that 300-500 pupils are invited, note that less will attend. Unless the event is a healthcare-focused, 50 flyers will be enough for any event!
- Where possible, stand in front of the stall – removing the perceived 'barrier' which allows young people to be more likely to approach you.
- Consider taking appropriate instruments with you to encourage pupils to speak to you by taking part in a hands-on activity. Be sure to tell the event coordinator in advance if you plan on doing this just in case they have any health and safety concerns.
- If you have copies of suitable books or literature regarding the realities of medicine, take them along to recommend to pupils, they can take a photo of the front cover if they are interested.

A little more about career fairs...

They can provide an opportunity to speak to many pupils 1-2-1, which some pupils prefer.

If the fair includes younger age pupils, it is widely accepted that the earlier we discuss career options the better.

There are limited ways to measure impact and no way to know who goes onto apply to medicine. Whereas, delivering a workshop can have clear, measurable objectives.

To start conversations pupils' need questions, and they don't always know what they need to know. You may also spend ten minutes talking to a pupil, but the nature of the event means they will likely forget what you say.

Stalls can be intimidating places for young people, they may not have the confidence to approach you for fear of embarrassment.

They are young and may also worry because they are continually encouraged to 'think about their future'.

You can't tell by looking at a pupil what grades they are achieving, they might be dyslexic, care for a family member or be the first member of their family to consider higher education. They might also have unemployed parents and thus some general advice may be inappropriate for them.