



READING FUTURES FAIR

29th SEPTEMBER 2011

Royal Berkshire Conference Centre,
Madejski Stadium, Reading

Co-organised by:

Alok Sharma, MP for Reading West

&

Central Berkshire Education Business Partnership

Corporate Sponsors:

First  Great Western

NetworkRail




PEPSICO

UK & Ireland

TESCO


Media Sponsors:

THE READING
CHRONICLE

Reading  Post

FUTURES FAIR

MESSAGE FROM THE PRIME MINISTER, RT HON DAVID CAMERON MP



10 DOWNING STREET
LONDON SW1A 2AA



I warmly welcome this careers event. Events like the Reading Futures Fair offer extremely valuable information and advice to support young people to make good choices and to get started in life. I urge all local young people to attend this event, and to make the most of the opportunities and experiences on offer.

It is great to see Reading's employers pulling together to support young people at this locally organised event. I am delighted that so many businesses and organisations are taking part and providing an inspiring example of what communities can achieve.

I wish you all the best for the event.

Yours sincerely,

FUTURES FAIR

MESSAGE FROM ALOK SHARMA, MP FOR READING WEST



In an increasingly competitive and global work place it is vital that young people are able to access good quality information and advice, early enough during their time at school, about the future career paths available to them and the skills and qualifications which they will need.

I hope that this Futures Fair, which I initiated and have co-organised, provides you with a good opportunity, and in the evening sessions also your parents, to talk to local employers about careers and what they are looking for in an employee. The interactive seminars also offer a chance to learn some practical skills.

Over 1,200 students will visit the Futures Fair and I want to thank Blessed Hugh Faringdon Catholic School, Denefield School, John Madejski Academy, Little Heath School, Reading Girls' School and Theale Green Community School for taking part in this event.

My grateful thanks also to the more than 50 businesses and other organisations exhibiting and a special thanks to our corporate sponsors First Great Western, Network Rail, PepsiCo and Tesco for all their support and enthusiasm in making the Futures Fair happen.



House of Commons
London, SW1A 0AA
020 7219 7131
alok.sharma.mp@parliament.uk

Best wishes,

A handwritten signature in blue ink, appearing to read 'Alok'.

FUTURES FAIR

MESSAGES FROM CORPORATE SPONSORS



"First Great Western is delighted to be associated with such an important and prestigious project.

As a major employer in the area with a wide range of different opportunities for school leavers and graduates we welcome the chance to be involved. It is great to see so many local businesses joining together with local Member of Parliament, Alok Sharma, to offer an event that will be of great benefit to young people in Reading and the surrounding area." **Mark Hopwood, Managing Director, First Great Western**

First Great Western operates high speed, commuter, regional and branch line train services, covering London, South Wales, the West of England and Devon and Cornwall.



"Network Rail is at the start of a project to transform Reading's railway, and we want to use our presence in the town to inspire a generation of railway engineers for the 21st century. It takes all kinds skills to run a railway,

from high tech signalling design and civil engineering, to station management and customer service. This careers event is a great opportunity for us to get young people thinking about how their skills might fit within the rail industry." **Bill Henry, Project Director, Network Rail**

Across the country Network Rail employs 30,000 people who run, maintain and upgrade the railway. From front line engineers working on the tracks, to planners and signallers in control centres, there are opportunities for everyone.

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MESSAGES FROM CORPORATE SPONSORS



"The success of PepsiCo is the result of the work our talented teams do around the world every day. As a business that offers a wide range of career paths, we require a diverse range of skills and want to invest time in finding the next generation of PepsiCo employees. With our UK head office based in Theale, we believe it is really important to give children in the local area an opportunity to see the breadth of options open to them. It is very important to provide choices and help kids get excited about their future careers." **Claire Robertson, PepsiCo Culture & Communication Manager**

PepsiCo UK & Ireland employs over 5,500 people across the UK and every day, across the UK, millions of people enjoy our products with core brands such as Walkers, Quaker, Tropicana and Pepsi.



"As a major employer in Reading, we are keen to do what we can to help young people make the right career choices. The Schools Futures Fair is a great opportunity for us to provide support and encouragement for teenagers who are about to enter the world of work during challenging times. Hopefully we will be able to welcome some of them to Tesco in the future." **Maxine Crawford, Regional Corporate Affairs Manager, Tesco**

Tesco is one of the world's largest retailers with operations in 14 countries, employing over 492,000 people and serving millions of customers every week.

FUTURES FAIR



WELCOME FROM THE CO-ORGANISERS

Central Berkshire Education Business Partnership has been working with schools in Reading and Wokingham since 1993. In this time we have developed a number of resources and activities for schools alongside teachers and businesses to help many people develop for the world of work.

Opportunities for employment are becoming more and more competitive, therefore it is imperative that you gain key employment skills, as early as possible so that you are ready for the work place.

This booklet has been designed to help you prepare for interviews, write your CV and benefit from attending the Reading Futures Fair 2011.



FUTURES FAIR

ON THE DAY

There is going to be a number of different employers representing a huge variety of careers that are available in and around Reading.

To ensure you get the most out of your time at the Futures Fair follow these few simple steps:

- Have a look at the list of employers who will be exhibiting and choose the ones you really want to talk to
- Think of some questions to ask the employers
- Make sure you take a pen and paper to make notes
- This is your chance to broaden your horizons so try and talk to lots of different employers and not just those in the same industry
- There will be 13 seminars to choose from covering topics such as apprenticeships, CV writing, Interview skills and Science so make sure you book early to avoid disappointment
- Your teachers will be able to help you to book your time slots
- Your parents are welcome to join you for the evening sessions

FUTURES FAIR

LIST OF EXHIBITORS

ENGINEERING, INDUSTRY & CONSTRUCTION



The Atomic Weapons Establishment plays a crucial role in the defence of the United Kingdom, by providing and maintaining the warheads for the UK's nuclear deterrent. www.awe.co.uk



Babcock is a leading UK engineering support services company and is trusted to deliver critical support to governments and key industry organisations across the globe. Babcock International employs over 27,000 people across three markets in the UK, Africa, North America and Australia. www.babcock.co.uk



Integrated natural gas company, including exploration, production, storage, transportation and distribution. www.bg-group.com



Coffey's geosciences consultancy has worked on some of the world's most challenging projects. Coffey is an established leader in geotechnical, environmental and mining engineering, as well as materials testing and analysis. www.coffey.com



First Great Western operates high speed, commuter, regional and branch line train services, covering London, South Wales, the West of England and Devon and Cornwall. www.firstgreatwestern.co.uk



Civil engineering is a professional engineering discipline that deals with the design, construction and maintenance of the physical and naturally built environment. Put simply, civil engineers build bridges, roads, canals, dams, tall buildings, and other large structures. www.ice.org.uk



Kier Moss provides a comprehensive service for the design and construction of new buildings, refurbishment and fit-out works valued between £50,000-£35m. www.kier.co.uk



National Grid owns the high-voltage electricity transmission network in England and Wales and operates the system across Great Britain. www.nationalgrid.com/uk



Network Rail runs, maintains and develops Britain's railway tracks, signalling system, rail bridges, tunnels, level crossings, viaducts and 18 of its biggest stations. www.networkrail.co.uk



Thales is a global technology leader for the Defence & Security and the Aerospace & Transport markets. www.thalesgroup.com/Countries/United_Kingdom/UK_Home



Thames Water is the UK's largest water and wastewater services company. www.thameswater.co.uk

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LIST OF EXHIBITORS

FINANCIAL SERVICES

Barclays has 15 million customers in the UK and wherever they are in the UK, it's vital that they are close to a branch for anything from specialist advice to simple daily transactions. It is the talent of our people that makes sure they come back for more. www.barclays.co.uk



BDO LLP is the award-winning UK member firm of the BDO international accountancy network, offering accountancy, audit, tax, corporate finance and advisory services. www.bdo.co.uk



Deloitte is a major international accounting and consulting firm. www.deloitte.com



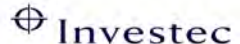
Ernst & Young is a global leader in assurance, tax, transaction and advisory services. Worldwide, our 141,000 people are united by our shared values and an unwavering commitment to quality. www.ey.com/UK/en/home



The ICAEW are a professional membership organisation, supporting over 136,000 chartered accountants around the world. Through our technical knowledge, skills and expertise, we provide insight and leadership to the global accountancy and finance profession. www.icaew.com



Investec is a FTSE 100 international specialist bank and asset manager that provides a diverse range of financial products and services to a select client base. www.investec.co.uk



PUBLIC SERVICE

The Royal Electrical & Mechanical Engineers have nine trades within the Corps. The soldiers within the Corps support all equipment used by the Army. www.army.mod.uk/remc



RBFRS is one of 58 UK fire & rescue services. Apart from fires, we attend all kinds of accidents and emergencies where life or property is at risk. www.rbfrs.co.uk



One of the largest forces in Britain, Thames Valley Police covers Berkshire, Buckinghamshire and Oxfordshire offering a number of different career paths. www.thamesvalley.police.uk



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LIST OF EXHIBITORS

IT & COMMUNICATIONS



Cisco is a multinational corporation that designs and sells consumer electronics, networking, voice and communications technology and services. Cisco has more than 70,000 employees and annual revenue of \$43 billion. www.cisco.com/uk



Whenever you view a web site, click a mouse, make a cell phone call, or turn on a TV you touch our work. As a world leader in test, measurement and monitoring technology, we enable our customers to do more than they ever have. Technical innovators of all kinds benefit from our products and expertise. www.tek.com



A leader in fibre optics, Verizon offers phone, Internet, TV, wireless and service bundles to residential, business, government and wholesale clients. www.verizonbusiness.com/uk



Vodafone made the UK's first mobile call at a few minutes past midnight on 1 January 1985. Within fifteen years, the network was the largest company in Europe and the largest of its kind anywhere in the world. www.vodafone.co.uk

APPRENTICESHIPS



Construction Skills is a training provider for Craft & Technical Apprenticeships in the Construction Industry. www.cskills.org



RTT Group is a training provider delivering Apprenticeships in Business Admin, Customer Services and Retail. www.rtt-group.co.uk

Training to World Class Standards



Thames Valley Regional Network promote apprenticeships in general and the apprenticeship delivery of their network members. www.tvrn.co.uk



Versa is a private consultancy who works with colleges, schools and the FE Sector to provide funding opportunities for programmes like the Black, Asian, Ethnic Minority Apprenticeship programme. www.versa.uk.com



Zenos offers Advanced Apprenticeship programmes in professional IT Support for 16 to 24 year olds who want a long term and dynamic career in IT. www.zenos.com

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LIST OF EXHIBITORS

FOOD, RETAIL & SERVICES

Baxter Storey provides Corporate Catering, Office Catering, Contract Catering and Food Services. www.baxterstorey.com



Castle Vets provides a caring, professional service with high quality medical, surgical and preventative treatment and care for all small animals. www.castle-vets.co.uk



Electric is one of the UK's most exciting hairdressing brands. www.electric-hair.com



The John Lewis Partnership's 76,500 Partners own the leading UK retail businesses - John Lewis and Waitrose. Our founder's vision of a successful business powered by its people and its principles defines our unique company today. The profits and benefits created by our success are shared by all our Partners. www.johnlewis.com



Millennium & Copthorne Hotels plc is a dynamic, global hotel company, which owns, asset manages and/or operates over 100 hotels worldwide. www.millenniumhotels.co.uk



Penta Hotels has 15 establishments worldwide and offers a brand new hotel experience. www.pentahotels.com



PepsiCo is the second largest food and beverage company in the world. In the UK, we employ over 5,500 people across the UK and every day, millions of people enjoy our products, which include household names such as Tropicana orange juice, Walkers Crisps, Quaker Porridge Oats and Pepsi carbonated soft drinks. www.pepsico.co.uk



Tesco is one of the world's largest retailers with operations in 14 countries, employing over 492,000 people and serving millions of customers every week. www.tesco.com



MEDIA & ENVIRONMENT

Local weekly newspaper published every Thursday covering Reading and surrounding areas. www.readingchronicle.co.uk



The Environment Agency's principal aims are to protect and improve the environment, and to promote sustainable development. It plays a central role in delivering the environmental priorities of central government and the Welsh Government. www.environment-agency.gov.uk



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LIST OF EXHIBITORS

TRAINING & VOLUNTEERING



Chiltern Training Ltd is a private training provider established in 1993. We offer a range of learning opportunities in Childcare, Customer Services and Business & Administration. www.lostsocks.co.uk



Connexions offers advice on education, careers, housing, money, health and relationships for 13-19 year olds in the UK. www.connexions-direct.com



Frontier is a not for profit conservation, education and development organisation which sends young people on over 250 volunteer programmes to 50 countries worldwide. www.frontier.ac.uk



Paragon Skills is one of the largest independent training providers in the South of England, serving a wide variety of the community. www.paragonskills.co.uk



The Society of General Microbiology's aim is to promote modern microbial science. It has an active education and outreach department, who run practical microbiology courses in schools and take part in science festivals and careers events all over the UK. www.sgm.ac.uk



Spark Education are a 1:1 tutoring facility providing a personalised education, a vital education support service with an exam centre for External candidates. www.sparkeducarecic.com

PROPERTY



Catalyst Housing Group build and provide more than 20,000 homes in London and the South East, through a wide range of rental and home ownership opportunities. www.chg.org.uk



Willmott Dixon Housing was established as a specialist housing contractor in 1974. www.willmottdixongroup.co.uk

BUSINESS START-UPS & HUMAN RESOURCES



Jaluch offer a wide range of business-focussed Human Resources solutions for every employer. www.jaluch.co.uk



The Real Business Clubs offers business networking for professionals & entrepreneurs starting in business, or moving up to the next level, to help get established and grow. www.therealbusinessclub.co.uk

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LIST OF EXHIBITORS

FURTHER EDUCATION

BCA is a Further Education College which can offer a range of courses from Animal Care, Equestrian, Horticulture, Countryside Management, Childcare, Health Studies, Motor Vehicle, Public Services, Sport, Floristry and Foundation Studies. www.bca.ac.uk



The Chiltern College was established over 80 years ago and is a dedicated childcare training college offering a 2 year Nanny & Childcare Training Award. www.chilterncollege.com



The Department of Meteorology at the University of Reading, which celebrated its 40th birthday in 2006, is internationally renowned for its excellent teaching and research in atmospheric, oceanic and climate science. www.met.rdg.ac.uk



Reading College is the thriving further education college located at the edge of Reading town centre. With over 8,500 local learners on over 900 further education courses we play a vital part in meeting the learning and training needs of local people and local businesses. www.reading-college.ac.uk



University of Reading is a research intensive University ranked in the top 200 of the world's universities providing courses in arts and humanities, social sciences and sciences. www.reading.ac.uk



University of West London provides courses in undergraduate, postgraduate and professional courses. www.uwl.ac.uk



USEFUL WEBSITES

www.icould.com

www.notgoingtouni.co.uk

www.whatsyourdestination.co.uk

www.yourcareerguide.co.uk

www.connexions-direct.com

www.princes-trust.org.uk



FUTURES FAIR

LIST OF SEMINARS

9:30-15:00



AWE will be delivering a seminar about the different applications of science through science based demonstrations. www.awe.co.uk



Cisco will be delivering a seminar on good interview techniques and how to increase your chances of being successful. www.cisco.com/uk



Ernst & Young will be delivering a seminar on strengths, job application tips and soft skills. www.ey.com/UK/en/home



Frontier will be delivering a seminar about the Personal and social benefits of taking a gap year and the Opportunities available including their BTEC, TEFL, diving and Field Guide qualifications. www.frontier.ac.uk



Network Rail - The seminar will be hosted by two NR employees who have recently completed the Network Rail apprenticeship scheme. They'll talk about their experiences on the three-year programme and students will have the opportunity to ask questions. www.networkrail.co.uk



University of Reading will be talking about life at university, the costs involved and the careers that will be available upon graduating. www.reading.ac.uk



Thames Water will be talking about the multitude of different careers available in large companies such as Thames Water and will be challenging students to think 'Who could you be?' www.thameswater.co.uk

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LIST OF SEMINARS

9:30-15:00



Versa will be delivering a seminar about apprenticeships and everything you need to know about them. www.versa.uk.com



Pepsico will provide young people with a few 'good' and 'bad' CVs so they can see the difference and spot the weaknesses. www.pepsico.co.uk



Credit Action - The seminars will focus on the importance of good money management skills, how effective control of money can have a positive impact and how mismanaging money can have negative results. www.creditaction.org.uk

17:00-20:00



17.30-19.30 Cisco will be offering the chance for young people to take part in mock interviews with volunteers from Cisco. Constructive feedback will be given following the interview. www.cisco.com/uk

READING UK CIC

18.00-18.30 Reading UK CIC will be talking about the local labour market, the growth industries in Reading, advice and guidance for young people about the current climate and the skills employers are looking for. www.livingreading.co.uk



19.00-19.30 TVRN will be talking about apprenticeships, how to get one, finances involved and what careers they can lead to. www.tvrn.co.uk

ZENOS

Zenos will be delivering a seminar to challenge the stereotypes around IT through a number of interactive activities that look at transferable skills and how they relate to the world of work. www.zenos.com

FUTURES FAIR

QUESTIONS TO ASK

Here are some suggestions for the kind of questions you can ask the employers exhibiting at the Futures Fair.

- Can you describe a typical day in your work place?
- How many different career paths can your company offer?
- Do you enjoy your job/career?
- Is there lots of opportunity for career progression in your company?
- Are there any opportunities to travel abroad within your career?
- Do you offer any volunteering opportunities for young people?
- Do you employ graduates?
- Do you offer apprenticeships?



FUTURES FAIR

HINTS & TIPS: CV Writing

Your CV is your first opportunity to tell a potential employer how good you are. No-one else is going to do it for you so make sure you really sell your skills and experiences.

How long should my CV be?

- Your CV should be no more than two pages long
- Line spaces between each section
- Be brief on details that do not relate to the job you are applying for

How should I present my CV?

- Print your CV in black on quality white A4 paper
- **Bold and bigger font sizes** to bring out headings.
- Layout should be simple, no pictures or word art.

What kind of writing style should I use?

- It should be concise and easy to read.
- Make your words punchy and 'active' when describing what you have achieved.
- You could try using powerful words like managed, led and achieved.
- Check your final CV for spelling and grammar mistakes. It should not be a description of everything you have done but a record of your skills and achievements.

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HINTS & TIPS: CV Writing

John Doe

Address Here

Tel: 01234 567890

Email: appropriate@hotmail.com

PERSONAL PROFILE	A short statement about who you are and the relevant skills you possess.
EDUCATION	E.g.10 GCSEs grades A-C including English and Maths.
WORK EXPERIENCE	Include any volunteering.
OTHER SKILLS	Relevant to the job you are applying for.
INTERESTS	This can be anything that could generate a good conversation, especially if you are being interviewed by someone with the same interest.
REFERENCES	Available upon request.

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INTERVIEW SKILLS: The Employer



If you have made it through to the interview stage, you must have something the employer thinks will benefit the company. Now is your chance to really sell yourself, your skills and the reasons why you should work for this company. Before the interview, make sure you have researched the company you are applying to work for.

- Who are they?
- What do they do?
- Where are they based?
- How long have they been in existence?
- How many people do they employ?
- Research current affairs that could affect the employer.

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INTERVIEW SKILLS: Appearance



- You are judged within the first 3 seconds
- Business attire
- Have washed, tidy hair
- Clean, ironed clothes
- Smart, clean shoes
- Shave
- Don't wear too much make-up
- Don't wear too much jewellery

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INTERVIEW SKILLS: The Interview



- Don't be late
- Be relaxed & confident
- Make good eye contact
- Firm handshake
- Wait to be seated
- No chewing gum or sweets
- Turn your phone off

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INTERVIEW SKILLS: Common interview questions

Why do you want this job?
Why should we employ you?

Tell me about your strengths and any weaknesses.

Give me an example of when you've had to:

- Work under pressure
- Work to a deadline
- Problem solve

What do you expect to be doing in 5 years time?

What motivates you?



You can easily prepare for any of the above generic interview questions before you attend any interview.

You need to provide an example of where you have used skills such as team work, organisation, problem solving etc.

“Every Saturday I use my team working skills to help my team win our football match”

FUTURES FAIR

HINTS & TIPS: Further experience

What can you do to improve your chances of starting a successful career?

Volunteering

Give your CV a boost – 73% of some of the UK's leading businesses said they would employ someone who has volunteered over someone who has not."



Sports teams

"The secret of the team's success is easy - unity and hard work."

David Beckham

Skill days

A business simulation delivered by Central Berkshire Education Business Partnership or other organisations allow you to demonstrate and improve your employability skills.

"It gave me a great opportunity to develop my teamwork and communication skills. I thoroughly enjoyed the event and was really pleased my team won and I can add this experience onto my CV"

Student—Reading Secondary School

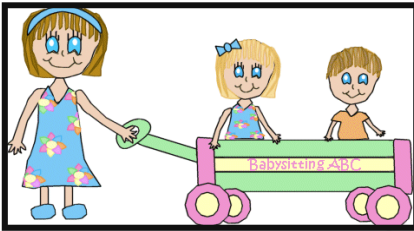
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HINTS & TIPS: Further work experience



Paper round

Develops:
Independence, Organisation,
Confidence.



Babysitting

Develops:
Time management,
Responsibility, Child Safety.



Team sports

Develops:
Teamwork, Integrity,
leadership

FUTURES FAIR

ABOUT READING

A hub for business



Reading sits at the heart of the Thames Valley, one of the most successful sub regions in Europe. The Thames Valley has a population of 812,000, a working age population of 545,000 and one of the UK's highest economic activity rates at 85%.



It has one of the highest concentrations of ICT firms, confirming its status as Europe's 'Silicon Valley'; employment in ICT is some 300% above the national average. It is home to 13 of the world's top 30 global brands, with the likes of Vodafone, Verizon Business, Prudential, Wyeth, Microsoft and Cisco all based locally.



'Our vision is to maintain and improve the quality of life in Reading, embracing the challenges of a dynamic, inclusive urban community of the 21st century. Everyone will have the opportunity to benefit from all that Reading can offer. Everyone has a part to play in shaping our future.'

READING UK CIC

FUTURES FAIR

ABOUT READING

Competitive advantages of the Thames Valley include:

- Strong and diverse business sectors including ICT, finance, distribution and pharmaceuticals
- A workforce 50% more productive than the UK average
- At the heart of the national and international transport networks
- More than 55% of workforce qualified to degree standard
- Culturally diverse
- Excellent quality of life
- Over 29% of employment in knowledge economy sectors such as economists, computer scientists, engineers, mathematicians, chemists, psychologists and sociologists against a UK average of 17%

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ABOUT READING

Reading's Working Profile

30% of the working population is employed in the finance and IT industry



25% of the working population is employed in the public, education and health sectors

24% of the working population is employed in the distribution, hotel and restaurant industry

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An online version of this brochure is available at:
www.aloksharma.co.uk & www.cbebp.co.uk.

Use the link below or scan the QR code into your smartphone.

We would really value your feedback which will help shape future events. Do feel free to send us your comments after the Futures Fair:

Email Alok Sharma on
alok.sharma.mp@parliament.uk
or CBEBP on kelly.odell@cbebp.co.uk

www.aloksharma.co.uk
www.cbebp.co.uk

