



YOU

YRKES OG
UTDANNINGSMESSA
HITRA OG FRØYA



DIGITAL FAIR GUIDELINE

VOCATIONAL AND EDUCATION EXHIBITION
TRADE FAIR
D10.4



"It's all about YOU!"

This is a guideline for you that, for whatever reason, don't have the opportunity to create a vocational and education exhibition trade fair physically, but still want to offer youngsters and job seekers a platform with which to become better acquainted with education and career options around them through digital means.

What is "YOU"?

With support from the European Commission and the BRIDGES project, Blått Kompetansesenter (Blue Competence Center) are proud to develop an education and trade fair that engages youngsters from the island regions of Hitra and Frøya.

In Norwegian, a trade and education fair is called "Yrkes- Og Utdanningsmesse", hence the acronym "YOU" and the slogan "Its all about YOU!" which BKS developed specifically for the vocational and education exhibition trade fair for the island region of Hitra and Frøya.

While many around Norway had to give up ambitions of organizing their own trade and education fairs due to Covid-19 restrictions, BKS/BCC in collaboration with Guri Kunna upper secondary school, Trøndelag County, local industry commerce chambers, training office and middle schools, pulled through to give the people of the island region career choice help during 2021 and 2022.

This guideline will go over elements and strategies used by BKS to develop a digital YOU with concrete examples based specifically on YOU22 (YOU in 2022), as inspiration to others who may want to learn from the process.





Actors

- **Innovation company: Blått Kompetansesenter / Blue Competence Center**

- Project coordinator
- Project implementer
- Updating working party
- Sales & product development

- **School: Guri Kunna upper secondary school**

- Project owner, client

- **Working party:** made up of representatives from Guri Kunna, local middle schools, Hitra&Frøya chambers of commerce, education offices and Trøndelag County

- Democratic voting system for main decisions
- Should help with facilitating sales and engagement
- Minimum 6 meetings with BKS

YOU Digital Elements

Plug-and-play

- **Take previous iteration evaluation into consideration:** YOU22 took feedback via a simple digital survey from all participants of YOU21, which was the first digital YOU > product development for YOU22
- **Budget:** sales from exhibitors + financial support from Guri Kunna & BRIDGES
- **Support local & SMEs:** BKS in conjunction with their state network, could offer cost coverage for smaller organizations (less than 5 employees) or organizations affected by Covid-19
- **Digital platform:** Teams (45 Rooms at YOU22)
- **Speed dating:** (mixture of wishes from students and non-wishes) & open fair for parents, job seekers etc. to ensure engagement for all exhibitors
- **Digital catalogue of exhibitors** > own subsite on BKS website, focus on pedagogical overview of opportunities for each exhibitor with visual help in picture and video format. This is also where links to the open Teams rooms to the exhibitors for the public portion of the fair were published.
- **YOU22 YouTube playlist** (via BKS YouTube channel) accompaniment to the digital catalogue (cross-linking)
- **3 humanist interns from NTNU 1 month:** visited participating middle schools for 3 days, 1 week before the fair (Teams meetings) > helping students through education and career choices, analysing the digital catalogue and preparing for the digital meetings by composing strategic questions and readying open minded attitudes. The interns also helped with producing the YOU22 evaluation survey. More information about the NTNU HiP program here: <https://www.ntnu.no/hip>
- **BKS encouraged participation of younger workers and university students to relate to youngsters** > exhibitors and humanist interns
- **17 volunteer facilitators for digital meetings**, including the interns, BCC employees and working party
- **Marketing:** digital catalogue, media contact for coverage, paid interactive ads on local media for sales, for students and their parents with link to the YouTube playlist, and for the open fair portion of YOU and where to find the links
- **Frøya mayor promoted YOU22** in local media
- **YOU22 Evaluation:** qualitative and quantitative digital survey via eMarketeer, one for exhibitors and one for participating students.

Main digital elements



YOU Digital Catalogue on the BKS website.

This is also where links to the open **Teams rooms** to the exhibitors for the public portion of YOU22 were published.

*The link may be subject to change as every year BKS updates the catalogue to reflect the relevant year of the fair. If the link is old, go to **<https://bksnorge.no/>** and in the overhead menu there will always be a YOU page available. Even though YOU is a yearly event, this page will be available year round to aid those wondering about education and career choices, as well as a recruitment tool to support YOU-exhibitors and local business.



YOU YouTube Playlist on the BKS YouTube Channel.

This playlist is made to help participating youngsters and job seekers to better prepare for their encounters with participating schools and companies at YOU. BKS asked exhibitors to create a short video made with a phone at minimum, so that the students/job seekers may have a better understanding of the study/work day. BKS highlighted to exhibitors the importance of giving the presentation work in the video and at the fair to their younger workers/students to better relate to middle school and high school participants.

Budget

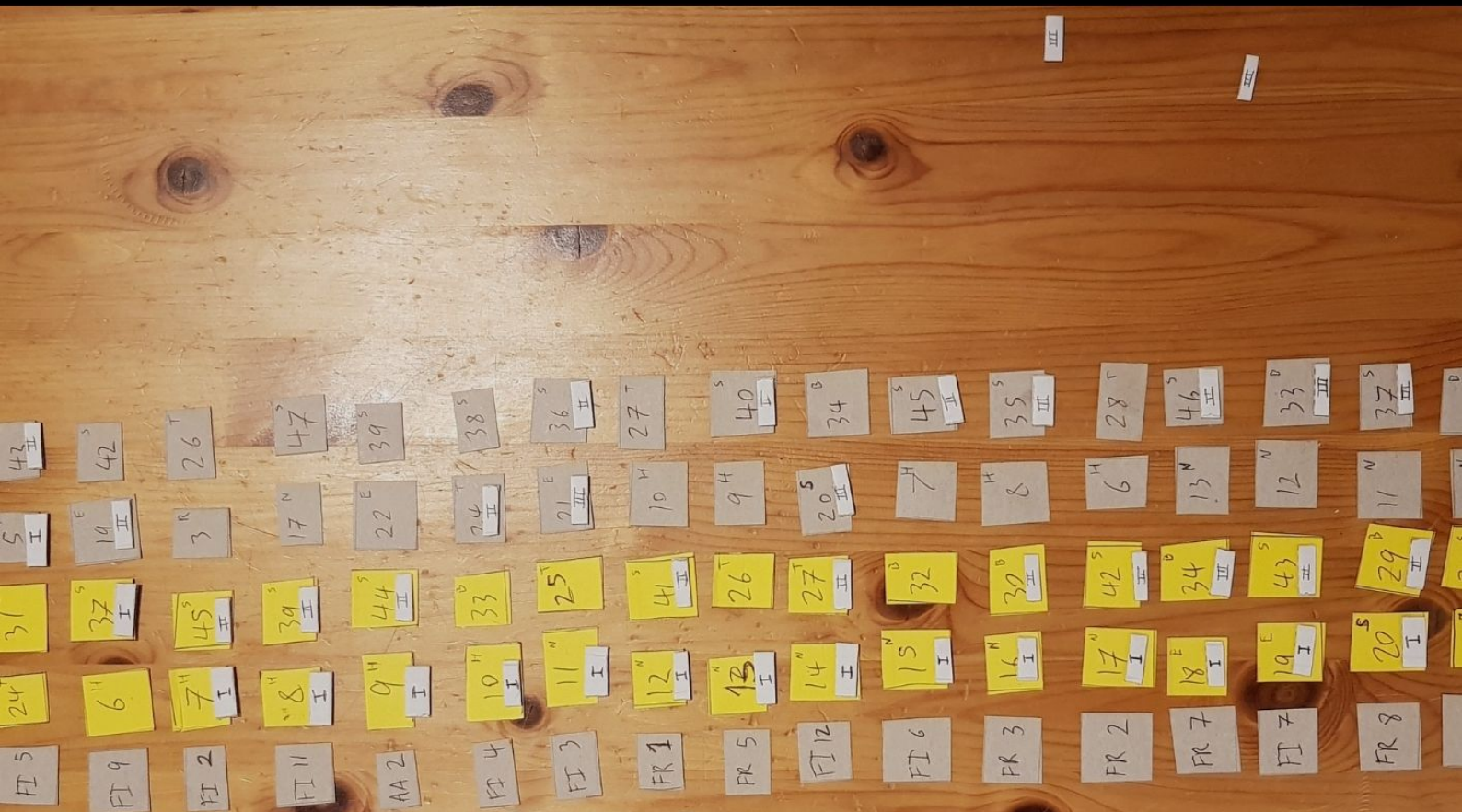
The sum of the following will have to cover fair expenses, including project managers' hourly rates, digital platforms, marketing, video production and any support given to exhibitors.

Agreement with the local business garden to fund digital stands to their business network	Regular digital stand price
Larger enterprises (employees \geq 10)	Regular digital stand price
SMEs (employees 5 - 10)	Less than half the regular price
Support offers through state funding for small businesses (employees \leq 5) and Covid-19 affected businesses	Free digital stand through application
Sponsors, project/school/industry/state/ bank funding	Project manager hourly rates & implementation expenses based on industry standards

YOU22 Schedule

Plug-and-play elements

- 1 day: January 20, 2022
- Teams > 159 organized digital meetings
- Digital catalogue on BKS website > over 700 views
- Organized meetings: 69 digital meetings + open trade fair x 2 = 159
- Total fair time period: 1200 - 1600
- Pre-organized speed-dating between students and exhibitors: 1215 - 1355
- Open fair exclusively for students to contact exhibitors they haven't met yet or haven't gotten a chance to ask certain questions to: 1400 - 1430
- Career-counseling with Monika Furberg from Trøndelag County for students: 1430 - 15:00
- Open fair for parents and job-seekers etc.: 1515 - 1600
- The fair was over right before the Guri Kunna live broadcast that focused on land management: 1600 - 1700



Planning digital speed dating

- > later placed and shared with school teachers and exhibitors on Excel spreadsheet

MARKETING ELEMENTS

Examples from the paid YOU22 digital marketing in the local paper <https://www.hitra-froya.no/>

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SISTE FRIST FOR PÅMELDING I DAG 3. JANUAR

OBS! Det blir digital messe i år

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