

# CampusMedia

## EARLY TALENT DIVERSITY EVENTS

Deck 2025



# SERVICES:

Experiential Events

University Tours

Careers Fairs

Freshers Tours

Diversity Events

STEM Events

School-Leaver Events

Employer Insights

Academic Influencing

Brand Ambassadors

Social Seeding

*CampusMedia*





# Experiential events



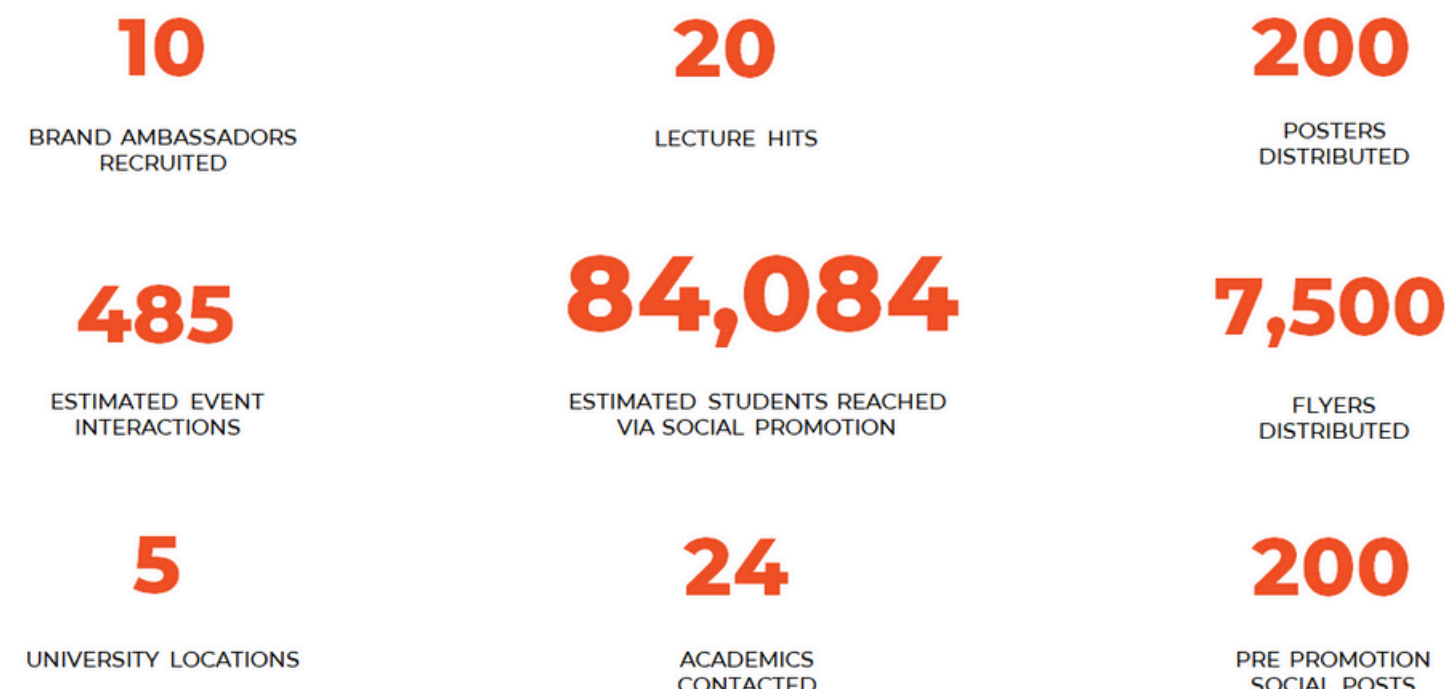
Indoor, outdoor, high tech, low tech, we cover it all!  
Always high engagement, professionally managed & on brand.  
Check out our case studies: [www.campusmedia.co.uk/case\\_studies/](http://www.campusmedia.co.uk/case_studies/)

# Campus Tours

Careers fairs, Freshers tours, you name it, we do it!

*Allen & Overy case study*

- ✓ Promotion
- ✓ University bookings
- ✓ Event Management
- ✓ Trained staff
- ✓ Logistics
- ✓ Set up
- ✓ Reporting



# PANEL Session

Panel Host: Amaka Uche - Visa

Donna Cummings  
Jade Lewendon  
Sofia Patel  
Jennifer Nlewedum  
Millie Rampling  
Tracy Yang

# Diversity events

Diversity & inclusivity is at the very heart of our recruitment events. Whether you are looking to equalize your company's gender balance or recruit talent currently underrepresented in your organisation, we can ensure the reach of your target audience.

# Women in Engineering & Technology

Established in 2016 our annual diversity events have empowered women to pursue their career aspirations despite the gender imbalance within those sectors.

We aim to reduce the gender gap and increase both gender and ethnic parity in the STEM industry amongst Gen Z.

**This year's hybrid event will celebrate inspiring women, welcome leading employers, deliver practical employability workshops, offer live networking with employers and skills coaches. The event is free to attend on 6th November 2024.**



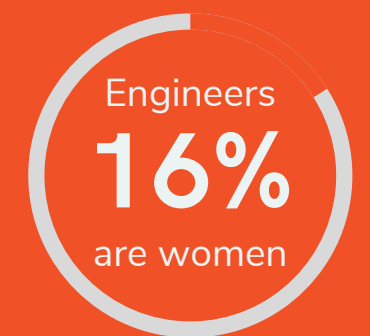
Watch on demand

In Partnership With



If you employ students & graduates into engineering or technology roles & would like to promote your organisation as an employer of equality & diversity to over 200,000 students across 100 UK universities, then join us live & virtual to showcase your company & role models.

- Reach over 250,000 students.
- Engagement with 300 academics.
- Reaching out to 100 universities.
- Talent pipeline of 1500 candidates.
- A live audience of 1000 (approx) students.
- Engagement & hires.



“Yesterday I attended Women in Engineering and came away feeling very inspired! All speakers spoke passionately about their varied & exciting careers, it left me feeling very optimistic about my future as a female engineer.”

A great event - I really enjoyed that it was targeted specifically at women. The skills sessions were really useful for me, especially as I have NOW applied for the Rolls Royce summer internship scheme.

# How employers can get involved

Keynote speakers (15 mins)	£1,500+VAT
Skills workshop (20 mins)	£1,500+VAT
Graduate Role Models panel discussion (40 mins)	£1,000+VAT
Employer Insights panel discussion (40 mins)	£1,000+VAT
Employer in person & virtual networking (throughout)	£1,500+VAT
Registered user database to use as your talent pipeline	£1,500+VAT
Marketing package (12 months)	£1,500+VAT
<i>Includes: Branding on all social &amp; email marketing before and after the event. Bespoke social media &amp; email marketing about your company &amp; opportunities. Branding throughout the event.</i>	

Brought to you by **CampusMedia**

## WOMEN ENGINEERING & TECHNOLOGY

*Educate Inspire Empower*

**Starting Soon!**

In Partnership With

EST 1872 **LSBU** **LSEG** **Virgin Media** **O2** **amentum** **ROYAL NAVY** **assystem** **South Western Railway** **COLAS RAIL** **afbe** **STEMazing**

## Sponsor Package £6,500+VAT

- Key-note Speaker
- Workshop
- Panel discussion seat
- Networking Package
- Marketing Package
- Talent Pipeline Data

## Package 2 £5,500+VAT

- Workshop
- Panel discussion seat
- Networking Package
- Marketing Package
- Talent Pipeline Data

## Package 3 £4,500+VAT

- Panel discussion seat
- Networking Package
- Marketing Package
- Talent Pipeline Data

<https://www.campusmedia.co.uk/women-in-engineering-and-technology-2024/>

[watch previous events.](#)

Brought to you by **CampusMedia**

## WOMEN ENGINEERING & TECHNOLOGY

**Starting soon**

Employers: **BT Group** **ROYAL NAVY** **accenture** **M** **amazon** **WSP** **GCHQ**

Brought to you by **CampusMedia**

## WOMEN ENGINEERING & TECHNOLOGY

**Watch it on demand!**

Employers: **VolkerRail** **NetworkRail** **ROYAL NAVY** **GSK** **O2** **STEMazing** **amazon** **UK Atomic Energy Authority**

A woman in a dark blue dress stands at a podium on the left, addressing a large group of young women seated in rows of chairs. The room is a modern lecture hall with a grey carpet, recessed ceiling lights, and glass walls. An orange semi-transparent banner is overlaid on the center of the image, containing the main title and a sub-headline.

# School-leaver events

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Early talent engagement is key. We know the perfect blend of content & interactivity to ensure that our school-leaver events have high impact and leave a memorable impression!



# Employer Events

We source the best-fit institutions to reach out to on your behalf, liaise with schools and academics directly, screen and personally invite candidates to attend, data capture, host, and catering, as well as work with you to plan and deliver an excellent insights workshop in person, hybrid and virtually.

*"I've realised that IBM is a very diverse, welcoming community and that the work ranges from very technical to business and finance."*

*"I am more likely to look for job opportunities at IBM."*

*"From this event I have learnt the environment IBM had so it is very interesting and love what they offer."*

## IBM Careers Workshop

- 30 target schools shortlisted
- 398 students registered their interest
- 142 screened candidates accepted
- 81 Year 12 & 13 girls attended that met the target criteria.



# Virtual in school events

We work with employers and institutions to deliver high-quality & relevant insights into different industries, offering career advice and soft skills advice from organisations that employ young people.

The events are streamed virtually to increase inclusivity and allow all school and college pupils to attend. We welcome schools, teachers & students to attend virtually in the classroom to learn insights into different industries and hear from a diverse range of employers. The events are also available for all to view on demand, allowing teachers access to follow-up activities to cover with their pupils.

# INDUSTRY INSIGHTS

## WATCH ON DEMAND AND FIND OUT MORE

**MEET THE EMPLOYERS**

**INDUSTRY INSIGHTS**

## EMPLOYER PARTNER COST £4K

### This 12 month campaign delivers:

- ✓ A reach of 200,000 students across Years 10-13 via academics, email & social media.
- ✓ Engagement with 3000 teachers.
- ✓ Reach of over 2000 institutions.
- ✓ Live audience engagement.
- ✓ Minimum of 20,000 event viewers.
- ✓ Content will be used as a resource in school for 1 year.



# ENGINEER YOUR CAREER



**Engineer Your Career** is a virtual & free event showcasing the best of UK engineering talent & employers coinciding with World Engineering Day.

The event delivers valuable insights into different engineering roles and organisations.

Aimed at school-leavers, undergraduates & graduates, this live streamed event is also available on-demand.

There are lots of opportunities for employers to get involved with costs starting from £500.


**WATCH ON DEMAND**

CampusMedia		ENGINEER YOUR CAREER
10:00	CAMPUS MEDIA	Welcome to Engineer your Career
10:10	MELISSA AHMED	Techwoman - STEM Ambassador Programme
10:25	OAS	We love Apprenticeships
10:35	CAMPUS MEDIA	Youth Engineer Panel
11:10	THE IET	Meet the YWE of the Year Awards finalists
12:10	SIR ROBERT MCALPINE	Podcast - Women in Construction
12:50	CATAPULT	Lorna Bennet
13:10	RS	Grass Roots session - Apprenticeships & insights
13:45	BORN TO ENGINEER	Engineering Myth vs Reality
13:50	MOTT MACDONALD	Graduate Careers
14:00	BORN TO ENGINEER	Engineering Round Table - Mimi-Isabella Nwosu

Many opportunities to promote your organisation from:

- From a 5 minute video stream to a 1 hour live feature
- A day in the life of video
- Ask the employer 30 minutes - Live or pre-recorded
- CV workshop - apprenticeship or graduate level
- Panel discussion - up to 4 members, 30 minutes
- Postgraduate engineering courses
- A virtual tour of your workplace / university

PRICES START AT £500

A man with dark hair and a beard, wearing a dark suit, white shirt, and patterned tie, is speaking at a podium. He is gesturing with his right hand. The background shows a blurred audience in a lecture hall with rows of seats and a window with white curtains.

# Academic Influencing

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Whether you're looking to increase your apprenticeship or graduate applications, invite candidates to a webinar, or open day, we can help get your information to the right target audience! We reach out to schools, colleges, universities, faculties, lecturers, tutors, and course administrators on your behalf to provide useful information about your company, career opportunities, how to apply for your roles, application tips, deadline dates, etc. This method of communication is incredibly effective as the students are informed about your opportunity via their teachers and will respond faster.

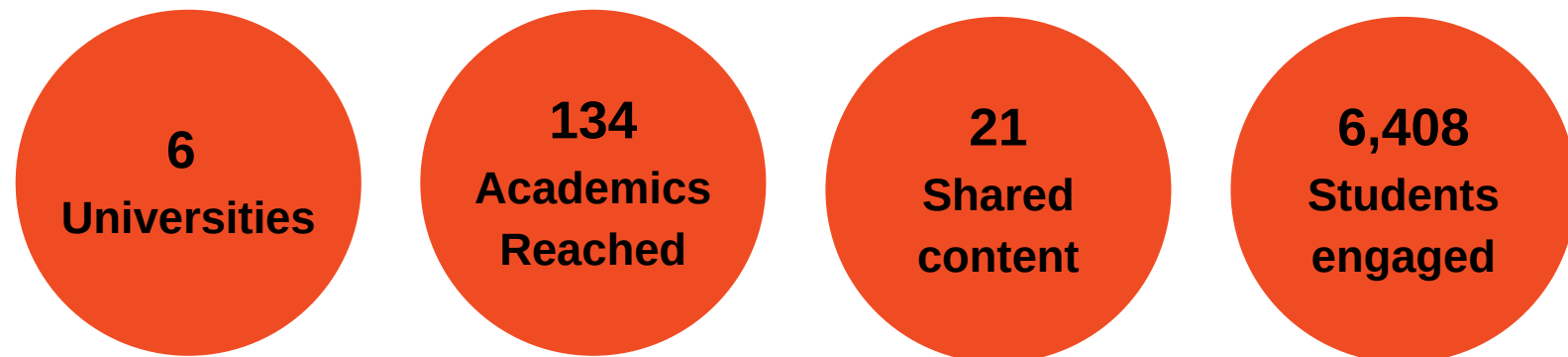
# Academic Influencing

Campus Media has an established working relationship with all UK universities. We identify the best academic contacts to reach out to for every campaign that we deliver. By working with the university academics, we are able to reach more students directly with key information about your company, job opportunities, and events to ensure high engagement, attendance, or applications.

## Case Study



Norton Rose Fulbright approached us to target hard-to-reach faculties at Russell Group universities to share information about their careers and an upcoming competition they were hosting. 21 academics shared the communication with their students, resulting in 6,408 students engaging with the employer.



University	Law	Engineering	History	Languages
OXFORD	✓	✓	✓	✓
CAMBRIDGE	✓	✓	✓	✓
BRISTOL	✓	✓	✓	✓
KINGS COLLEGE	✓	✓	✓	✓
MANCHESTER	✓	✓	✓	✓



# Brand Ambassadors

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We employ hundreds of student brand ambassadors at universities across the UK who are instrumental in deploying our events on campus. Our BA's are fantastic at generating pre-event awareness and inviting fellow students along to find out more. Not only do our campaigns deliver an ROI, but also win awards.

*“Most innovative campus campaign”  
at The TargetJob Awards for Credit Suisse*



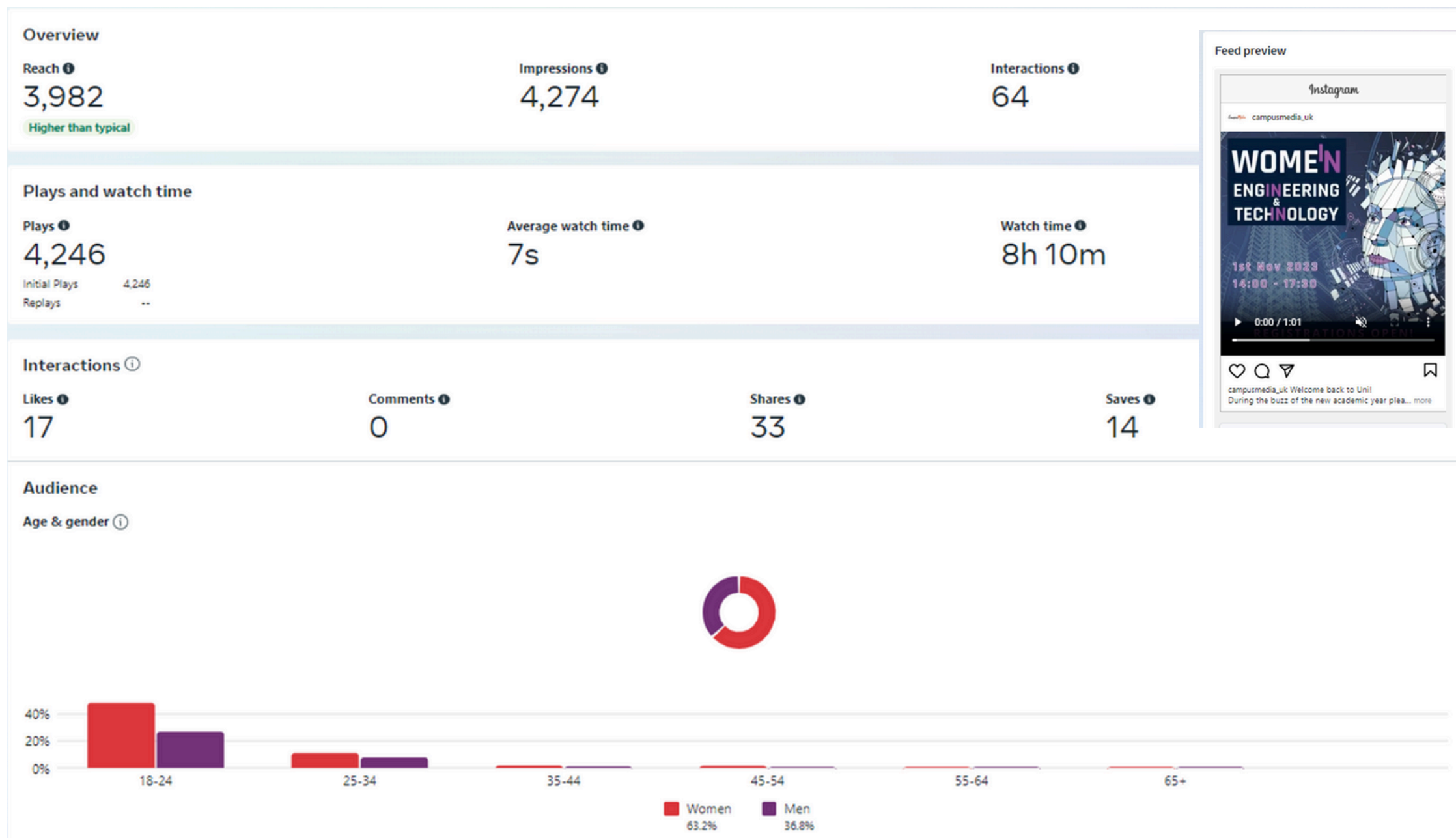
# Social Seeding

Get students to share your news, events, or competitions on their personal social feeds with their peers. They can also target relevant closed groups and societies that reach a high percentage of your target audience.

# Social Seeding

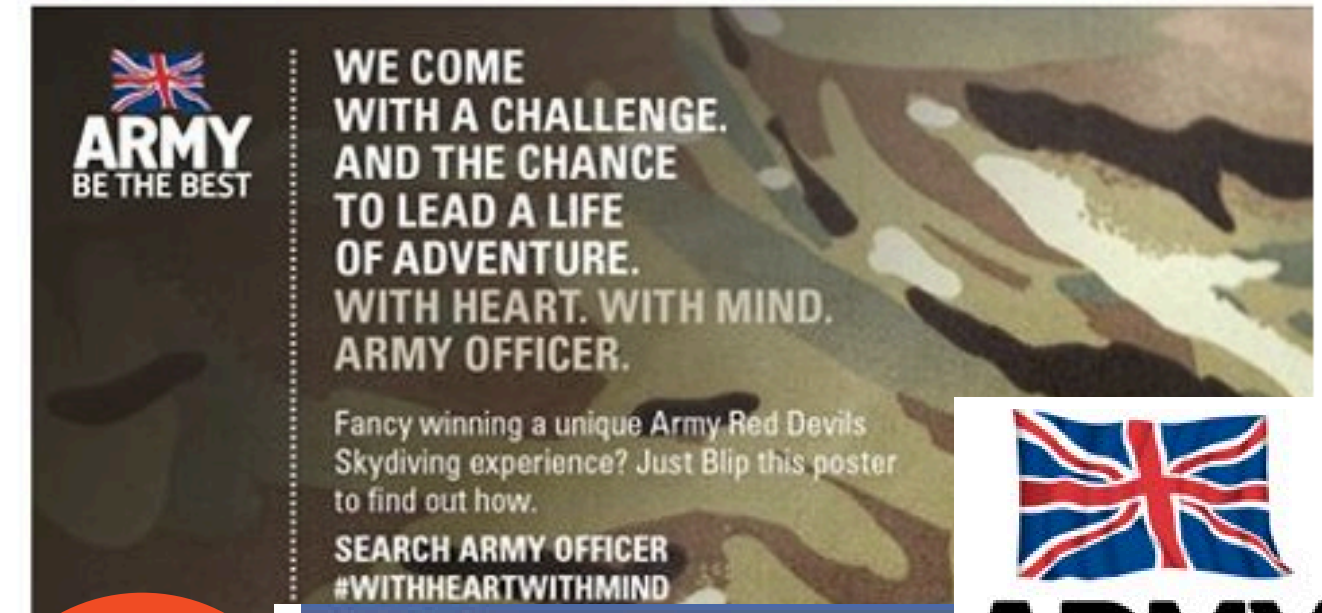
Campus Media employs student Brand Ambassadors to promote our client campus events in the days leading up to an event, during & after, ensuring a high footfall and engagement in your campaign.

## Results of 1 post sent by Campus Media



Ewan Cooper ▸ University of Sheffield Careers Service  
4 October at 17:43 · 🌐

Sheffield University, the Army is coming to you with a very special event on 5th and 6th October. Blip this poster to find out more and win a prize. Download Blippar on your phone to get started #WITHHEARTWITHMIND



18 Students

270 Target groups

200k Reach

Livvy Boote  
11 mins · Edited · 🌐

#StAndrews University students, test yourself on the Army's 360° virtual reality Sandhurst obstacle course. Come down to Agnes Blackadder carpark for a chance to get involved. The event will be followed by an interactive presentation and networking session commencing at 18:00hrs.





# OUR CLIENTS

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CampusMedia

THANK  
YOU

GET IN TOUCH

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