
Accountancy, Business and Events



Why We Are **What We Are**

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A workshop that helps your students understand cultural differences as well as explore careers in the Tourism, Hospitality and Events industry. This 90 minute workshop is hands on and fast paced and results in making video's and posters to highlight positive cultural differences.

Venue:

Staffordshire University,
Stoke-on-Trent Campus

When:

June or July

Number of Students:

Between 10 and 30
places available

Year groups:

Year 9 - Year 13

Additional information:

90 Minute Workshop

Event: Careers of **the Future**

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A workshop that examines careers in the events industry and what makes a successful event. Take a peek behind the scenes to see what tools, techniques, and technologies separate the good from the bad and be inspired to create great event experiences for attendees. This will be a 90-minute, interactive workshop in which students will explore the events industry and consider and discuss event case studies before developing their own event plan. The skills and qualities required to be an event manager will also be explored in this session.

Venue:

Staffordshire University,
Stoke-on-Trent Campus

When:

June or July

Number of Students:

Between 10 and
25 places available

Year groups:

Year 9 - Year 13

Additional information:

90 Minute Workshop

Content Creator: Careers of the Future

Group Activity; working in teams of 5, each team will be given recently published blog posts from various blogs and industries with a list of their titles. Students are asked to discuss whether they think the article title would successfully attract visitors through search engines and social media.

Each team will then create new headlines for each blog post optimizing for: keywords, social media sharing, and comprehensive summary. Results will be shared through a short presentation with the rest of the group. Why: Blogs are a useful tool to today's marketers, but writing effective blogs that can generate traffic, is more of a challenge. This exercise is designed to introduce the group to evaluating the effectiveness of blogs and allow them to improve a blog using key metrics such as keywords.

Venue:

Can be delivered at your School/ College/6th form centre or at the Staffordshire Business School

Number of Students:

Groups of 20-60 (formed into teams of 5)

Year groups:

Year 9 - Year 13

Additional information:

10-minute presentation of new headlines for each blog followed by a 10-minute reflection

Wealth Management Specialist: Careers of the Future

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This activity uses 3 social media channels; Twitter, Facebook & LinkedIn. Working in teams of 5, each team will be given examples of 3 different businesses of various industries – these can be agreed with the school or college before the activity commences, allowing adaption to themes such as sport or tourism. Working in teams each team will discuss which social media channel might work best for building each business reach. Why? How could the business use channels in conjunction with each other i.e. Twitter with Linked in for example? Findings will be presented to the group. Why: Many students will use social media in their day to day activities. Few may have thought about social media from the business perspective. This exercise introduces students to how a business can integrate social media channels in a planned way to produce meaningful results.

Venue:

Can be delivered at your School/ College/6th form centre or at the Staffordshire Business School

Number of Students:

Groups of 20-60 (formed into teams of 5)

Year groups:

Year 9 - Year 13

Additional information:

10-minute presentation of new headlines for each blog followed by a 10-minute reflection

Search Engine Optimiser: Careers of the future

Website Ranking by Keyword in Google. Students will be working in groups of 5. Each team will choose a general keyword and a related long-tail keyword and search them in Google. They will then answer the following questions in their teams.

- Examine the 5 websites that resulted highest from the general keyword search and come up with reasons why these were able to rank so high?
- Reviewing your results, can you come up with reasons why a smaller business would want to focus on long-tail keywords instead of general keywords?
- Now find another search engine such as Yahoo or Bing and see if the results are the same as Google. Explain your findings. Why: SEO is an essential skill for today's digital marketers. This exercise allows students to interact with the concept of SEO and introduces how SEO can be used by firms both large and small.

Venue:

Can be delivered at your School/ College/6th form centre or at the Staffordshire Business School

Number of Students:

Groups of 20-60 (formed into teams of 5)

Year groups:

Year 9 - Year 13

Additional information:

10-minute presentation of new headlines for each blog followed by a 10-minute reflection

Shares, portfolios and decision making

Identify a portfolio of shares and learn how to update it. Work out profit/loss on each share and across the whole portfolio. Discussions around market flexibility, market shocks and equilibrium as well as strategies will challenge and illuminate students. Excel skills can be incorporated as well as internet search skills.

Venue:

Can be delivered at your School/ College/6th form centre or at the Staffordshire Business School

Number of Students:

From 6 upwards

Esports: Careers of the Future

Why: The assembly gives you a great introduction into the business and workings behind Esports, both the delivery at events and the methods in getting involved yourselves. Assembly questions will give you a chance to test your current knowledge and show you the value of teamwork and communication, which are great skills to have in the workplace.

- What is Esports?
- What's involved
- How can I get involved
- Locations I can take part
- Esports Knowledge trivia
- Social media

Venue:

Can be delivered at your school/ college/6th form centre or at the Staffordshire Business School.

Number of Students:

Groups of 5-60

Year groups:

Year 9

Esports Event Manager: Careers of the Future

Why: The Workshop allows you to get a hands on approach, to what goes into creating an esports event and the workings behind creating your very own stream, or run one for a company. You will work in groups and come up with ideas for developing stream layouts. You will also be analysing what makes a good stream and why team communication is so valuable.

- What is a stream
- Why do we watch streams
- Who is your favourite streamer
- What appeals to you about them
- What makes them so good
- Create your own
- Analyse and work together
- Let's put it all together

Venue:

Can be delivered at Staffordshire Business School or at your school/college/6th form centre, if equipment is available.

Number of Students:

Groups of 10-15

Year groups:

Year 12 upwards
(16 years and up)

Additional information:

Enables you to work on the importance of teamwork and gives you the ability to self-analyse yourself and others. You will get hands-on experience of creating streams and find out what goes into making this exciting industry tick.

Social Media Manager: Careers of the Future

Students will be split into six groups and each group will be assigned a Social Media platform

- Facebook
- WhatsApp
- Twitter
- SnapChat
- YouTube
- Instagram

Your challenge is to create EITHER an infographic, a video or a podcast promoting the unique features and benefits of your assigned social media platform. Why: Businesses are increasingly using social media to communicate with customers. For many older, long-established businesses, this is a new way of keeping in touch with customers and promoting goods and services.

Venue:

Delivered at Staffordshire Business School

Number of Students:

Groups of 12-30
(split into 6 groups)

Year groups:

Year 9 - Year 13

Additional information:

Laptops are available, loaded with the relevant software that you will need to create your promotional message (Piktochart, Audacity...).

News Credibility Checkers – Fake News: Careers of the Future

Why: Twitter is filled with individuals and groups looking to further their agendas, in order for students to navigate this sea of information students need to weigh the relative strengths and weaknesses of tweets as sources of information.

Group Activity: Present the students with some fake and none fake tweets and ask them to evaluate them. Specifically, students need to consider the sources of the tweets and the information within them.

Present your findings to the group.

Venue:

Can be delivered at your School/ College/6th form centre or at the Staffordshire Business School

Number of Students:

20-60 (formed into teams of 5)

Year groups:

Year 9 - Year 13

Additional information:

Format: Presentation on examples of fake tweets and how to identify they are fake