



Event Industry Forum Report

The Power of Events Schools Engagement Programme aims to inspire future generations of event professionals across all four nations by presenting the seven core sectors and the five routes to industry.

Powered by industry ambassadors across the UK, these schools ambassadors are volunteering their time to attend schools engagements and lend their experience and passion. They are guided by the content and presentation deck created by a collaboration of event industry leaders and school professionals.

It was estimated in the planning phase that it would cost circa **£15,000** to run the Schools Engagement Programme pilot, £10,000 of which was funded by EIF.

	As of Apr	Close of pilot
Form The Future	£9,000	£12,000
TPOE Team	£4,500	£6,500
Lanyards	£10,638	£10,638
Postage	£106.73	£300
TOTAL	£24,244.73	£29,438

It is now forecast by the end of the pilot in **July 2024** it will have cost **£29,438.00**. This is mainly due to the one-off start up investments in the pilot project set up - consisting mainly of additional Form the Future consultancy, management time and un-costed lanyard design & production.

For future UK wide roll-out regions, the Form the Future costs will not be needed, and all other costs become reduced/more efficient from learnings from the pilot, resulting in the cost projection per region of circa £15-£25k depending on size/number of School visits - ie 50-100 range.

14
36
50+
9K

Attended Engagements Jan-Mar

Engagements booked Jan-Jul

Target by end of summer term

Pupils engaged from ages 13-18

As of 9th April, 14 school engagements have been undertaken by 7 ambassadors with a further 22 engagements already scheduled, and a goal of a further 15+ to be booked, resulting in 50+ delivered before the end of the summer term in this region.

There are 23 ambassadors registered in the region, with over 100 ambassadors already registered across the UK total.

The pilot has actively measured the impact of the engagements in the first term Jan-March, by recording the number of hands up in response to 'Would you consider a career in the events industry?'. This question is asked at the top of the presentation and at the end.

The growth as a result of the engagement is unprecedented with 62% of pupils having a change in their answer post vs pre. The Power of Events has also recorded a measurable uptick in visits to the platform after each engagement, which could be attributed to pupils going home and visiting the platform to learn more.

Average Growth	62%
Average Start	2%
Average End	65%
Total Pupils	2720

