



2019 ACS Career Adviser Seminars

Perth, Monday 1 July 2019

Information Pack

Professor Kevin Pflieger

For more information, please contact:

Makayla Daghish

Australian Careers Service | Good Education Group
Level 2, 134 Flinders Street, Melbourne VIC 3000
+61 437 302 674 | makayla.daghish@goodeducation.com.au
australiancarersservice.com.au | goodeducation.com.au

Dear Professor Pflieger,

Thank you for your interest in Good Education Group's 2019 ACS Career Adviser Seminars in Perth. Your involvement would be greatly appreciated. This information pack contains pertinent information relating to your potential participation with the ACS Career Adviser Seminars.

Partnership inclusions:

- 20 minute presentation timeslot in Seminar schedual
- Profile in ACS Seminar program
- Profile on ACS Website
- Inclusion in Seminar door prize (optional)
- Show bag insert (optional)
- Continual promotion of the organisation and its offerings throughout the year

Keynote presenter:

Please complete return form to makayla.daglish@goodeducation.com.au by Friday 24 May 2019.

Name of presenter: _____

Organisation: _____

Job title: _____

Email: _____

Phone: _____

Presenter bio (approx. 100 words)

Please include any additional comments or requirements, including dietary restrictions of attending personnel:

Please provide a high-res headshot image of the presenter.

Your organisation:

Your Organisation

Organisation Name: _____

Email Address: _____

Website: _____

(as you wish for it to appear across all collateral and promotional material)

No. of employees: _____

Locations (please tick)

<input type="checkbox"/> ACT	<input type="checkbox"/> NSW	<input type="checkbox"/> NT	<input type="checkbox"/> QLD	<input type="checkbox"/> SA
<input type="checkbox"/> TAS	<input type="checkbox"/> VIC	<input checked="" type="checkbox"/> WA	<input type="checkbox"/> INTERNATIONAL	

Offerings (please tick)

<input type="checkbox"/> Graduate programs	<input type="checkbox"/> Internships	<input type="checkbox"/> Job openings
<input type="checkbox"/> RTO provider	<input type="checkbox"/> Traineeships	<input type="checkbox"/> Work experience
<input type="checkbox"/> Volunteering	<input type="checkbox"/> Workshops	<input type="checkbox"/> Other (please specify)

Social media

Facebook: _____

Twitter: _____

Instagram: _____

YouTube: _____

LinkedIn: _____

Other: _____

Presentation:

Please find below tips to help you to gain the most out of your presence at the Seminars. The following information was collected from feedback received from past attendees and collated for your perusal.

1. Key information

When preparing for your presentation, focus on what your audience wants to hear. The information you provide should be more than what careers advisers can easily find on your website. To help you provide the right information so career advisers can effectively pass this information over to those they advise, consider some of the questions below.

About your industry

- What role does technology play within your sector, both now and into the future?
- What are the career pathways and employment opportunities within your industry?
- What are the emerging and predicted future jobs within your industry?
- What skills, interests and personality traits are important for success?
- How important are STEM, enterprise, digital and soft skills within your industry?
- What are the key industry trends and demographics? Eg. employment growth, job decline, salaries, skill shortages, diversity needs, workforce make up, economic contribution, etc.
- Has your industry seen any significant changes in recent years?
- In your opinion, what will the future of work look like?
- Are there any key issues or concerns set to affect your industry in the future?
- Why should students and jobseekers consider a career within your industry?
- What is your advice to students and jobseekers to ensure they are 'job ready' for the current and future job market?

About your organisation

- What programs and services does your organisation offer?
- How does your organisation assist with professional development and career progression?
- Does your organisation offer education and training opportunities?
- Does your organisation offer programs and services for students and/or graduates?
- Does your organisation have industry partnerships?
- Does your organisation offer programs to help students gain industry-based experience and employment?

2. Use examples

Providing real success stories puts a face to your organisation and industry and can illustrate your message more effectively than just facts and figures.

- What are some interesting pursuits being undertaken by those in the sector?
- Are there any projects, policy changes or funding etc. that has impacted employment?
- What have people done to fast-track their careers?
- What are some examples of non-traditional career pathways?

Some organisations in the past have brought graduates, employees, employers and industry ambassadors to the Seminars to assist in presenting, participate in discussions and Q&As and network during breakout times. This is always very well received by attendees.

3. Network

Ensure you utilise break times to network and engage with attendees. Make sure you are approachable and willing to engage and answer further questions.

Presenters are also encouraged to interact with attendees via social media, including the ACS Facebook, Twitter and LinkedIn pages. Follow the ACS hashtag ([#ACSseminars](#)), post photos, participate in discussions, provide responses to comments and add your own informative posts.

Tw: [@ACS_career](#)

FB: [AusCareer](#)

L: [linkedin.com/groups/6718108/](https://www.linkedin.com/groups/6718108/)

Specifications:

Please send all material to makayla.daglish@goodeducation.com.au.

Presenter profile	Due date: Friday 31 May
Presenter bio + headshot	<ul style="list-style-type: none"> • Max. 100 words • File type: Word document
Organisation summary	<ul style="list-style-type: none"> • Max. 100 words • File type: Word document
1 colour logo	<ul style="list-style-type: none"> • Resolution min. 300 dpi • Colour mode: CMYK • File type: EPS or Illustrator AI preferred • Happy to accommodate logos of affiliate organisations
Up to five images	<ul style="list-style-type: none"> • Size: 1200 x 628 • Max. file size 500KB per image • File type: JPEG, PNG • Please caption your images
Video	<ul style="list-style-type: none"> • Max. file size: 2MB • For videos exceeding 2MB, please provide a YouTube or Vimeo link
Downloadable documents Eg. Magazine, course prospectus, FAQ sheet, brochure, slideshow	<ul style="list-style-type: none"> • Max. file size: 2MB • File type: PDF preferred • For files exceeding 2MB, please provide a hosted link
Presentation/slideshow	<ul style="list-style-type: none"> • File type: PowerPoint, PDF, Slideshare • Any presentations used at the Seminars can be provided post-event to be uploaded on website profile
Social media	<ul style="list-style-type: none"> • Accounts you would like us to connect with • Hashtags you would like us to engage with
Enquiry form	<ul style="list-style-type: none"> • Email address you would like us to send any attendee enquiries to.

Show bag insert	Due date: Friday 31 May
1 item	<ul style="list-style-type: none"> • Item must not exceed A4 in size • Item type: flyer, brochure, novelty item, consumables etc. • If you would like to include more than 1 item, they must be collated together. • Quantity: 70 (WA only) 400 (National)

Prize draw	Due date: Friday 21 June
1 item	<ul style="list-style-type: none"> • Item type: No specifications. • Item can be delivered to the GEG office in advance, brought to and presented the day of the event, or delivered to recipient post-event. • Please inform GEG of item by due date.

Presentation	Due date: Friday 21 June
Keynote presentation	<ul style="list-style-type: none"> • Presentation title • Summary of presentation (approx. 1 – 2 sentences) • If using a slide deck and/or video, please provide a copy to GEG no later than one week prior to the event. • Please bring a spare copy of the presentation on a USB or hard drive to the event. • With permission, a copy of the presentation will be uploaded onto your ACS profile post-event.

Please note:

We do not make any changes to advertising, wording or material once received. Therefore, please ensure all material meets the specifications above before forwarding to Good Education Group.

Any material that arrives to Good Education Group after the specified date may not be included.

You are welcome to send in your materials to Good Education Group before the due dates specified above.

For physical collateral, please deliver to Good Education Group.

Attn: Makayla Daghish
 C/o Good Education Group
 Level 2, 134 Flinders Street, Melbourne VIC 3000