

Career Day Toolkit

An educator's guide to holding an Open Day for Careers in Digital. Part of EU Code Week Initiative.

Deliverable 4.3



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About the EU Code Week project

With 2030 rapidly approaching and the digital decade target of 20 million ICT professionals in Europe still far out of reach, now is the time to bring together all of Europe's digital skills stakeholders from Youth Education, Civil Society, Digital Industry and Government to implement innovative new approaches to the digital upskilling of young people.

Code4Europe envisions to create a hugely successful, sustainable, and scalable digital education and upskilling initiative that will empower all young Europeans to embrace digital technologies and pursue a highly rewarding career in Digital. We intend to reach this goal by reimagining and growing EU Code Week, giving it a mandate to

- Drive real change in digital education throughout Europe
- a focus on vastly increasing the number of young people who choose digital careers, and
- An emphasis on engaging the entire digital skills ecosystem in a common mission to close the digital skills gap in Europe by tackling the problem at its source.

Code4Europe will massively scale EU Code Week aiming to impact 25 million young people over the period of 2 years (01/07/2024 – 30/06/2026). We will maintain and build on the grassroots nature of the initiative, embrace and empower the existing Code Week community, and stay fully aligned with its core values. To implement our vision, we have created a Consortium of 45 committed and passionate organisations representing all the Digital Education & Skills Stakeholder groups needed to grow EU Code Week to unprecedented levels. Led by Junior Achievement Europe, Code4Europe will unite European Education and Digital Skills Communities within one integrated EU Code Week programme.

Introduction

This toolkit is designed for educators to support them in planning and delivering a Digital Career Day or a Digital Career Activity Session targeted at 13–18-year-olds in Upper Secondary Education or College. Previously 88% of EU Code Week events have taken place in schools led by educators including Digital Career Days, Tech Activity sessions and Coding Clubs.

The **digital era** has revolutionised the way we work, communicate, and solve problems, creating a wealth of opportunities in careers that did not exist a few decades ago.

Digital careers offer diverse opportunities across fields such as **software development, cybersecurity, digital marketing, data science**, etc. A career day focused on digital careers is a chance to inspire, educate, and introduce participants to emerging trends. It invites participants to discover where their skills, interests, and ambitions fit within the evolving tech landscape.

This guide is a **comprehensive roadmap** for organising an engaging **Digital Career Day**. Whether the event is in-person, hybrid or virtual, this toolkit provides detailed steps to help you organise an engaging event and help the participants connect with industry leaders and learn about new career opportunities. Checklists are also provided to help you organise the event.

Career Day Overview

Here is an overview of all the elements involved in a **Digital Career Day Event**:

1. Goals: **Inspire** interest in tech careers. **Connect** attendees with professionals. **Offer** hands-on tech skill practice.

2. Audience: High school/college students. Early-career professionals.

3. Team Roles:

- **Coordinator:** Oversees everything.
- **Event Manager:** Manages venue/tech.
- **Speaker Coordinator:** Manages speakers.
- **Outreach Lead:** Promotes the event.
- **Volunteer Coordinator:** Manages volunteers.

4. Planning

- **Venue:** Accessible, tech-ready, fits attendees.
- **Virtual Platform:** Zoom/MS Teams/Webex with breakout rooms.
- **Budget:** Venue, tech, food, promotions. Seek sponsors?
- **Date:** Avoid holidays/exams; 4–6 hours long.
- **Volunteers:** Recruit early, train 2–3 weeks before.

5. Event Agenda

- **Welcome:** Icebreakers, agenda overview.
- **Keynote:** Industry leader speaks.
- **Workshops/Panels:** Coding, activities, cybersecurity, career tips.
- **Breaks:** Networking, games.
- **Closing:** Takeaways, thank-you notes.

6. Promotion

- Use social media, posters, and school partnerships.
- Start 5–6 weeks early; post speaker highlights and countdowns.

7. Day-of Checklist

Arrive early to set up. Test tech. Assign volunteer roles (registration, guiding, tech help).

8. Post-Event

Send feedback surveys. Thank speakers, sponsors, and volunteers. Share session recordings and resources (e.g., free courses).

Define objectives

Set the purpose of the event

Keep in mind there may be more than one goal e.g.:

1. **Spark interest** in digital careers.
2. **Connect** participants with professionals.
3. Provide **hands-on experience** in tech-related skills.

Other additional goals could be set depending on the audience to which the event is addressed and the resources required to implement the event.

Determine the audience for the event

In order to organise a more engaging event, you have to determine the target audience for who the event is for.

Some common target audiences are:

1. **High school or college students** to explore future career paths aged 14-17.
2. **University students** seeking networking opportunities and industry insights aged 18+.
3. **Early-career professionals** looking to transition into digital fields.

Of course, the event can be addressed to a larger and more diverse audience, such as High school students and young University students that need to explore new career paths and learn new tech-related skills.

Identify the key outcomes of the event

To determine if the event's goals were achieved, it is important to set measurable outcomes. These can include:

1. **Attendance Numbers and Demographic Insights:** Track the number of attendees and gather data on their demographics to understand who participated.
2. **Post-Event Survey Results:** Conduct surveys to gauge attendees' interest in digital careers and see if it increased after the event.
3. **Workshop and Panel Feedback:** Collect feedback on the value and effectiveness of the workshops and panels from the participants.
4. **Industry Partner Feedback:** Obtain feedback from industry partners who sponsored the event to understand their satisfaction and the event's impact on their goals.

Tasks/Team roles

Depending on the size of your **Career Day**, you may have the luxury of a team around you who can help especially if it is an all-school event, or you may need to take on these roles yourself, especially if you are organising a smaller scale open day for the ICT department. Here are all the tasks you should consider.

School Lead/Permission

Depending on the scope of your **Career Day**, you will need sponsorship from the Department Head, the Year Head or even the Head of the School.

Coordinator

As the leader of the team, the coordinator is responsible for:

1. Overseeing all aspects of the event from planning to execution.
2. Ensuring that deadlines are met.
3. Managing the decision-making process
4. Act as point of contact

Event manager

The role of an event manager is to ensure that everything is ready for the event. This responsibility can be shared between 2 team members.

The manager responsibilities:

1. Secures the venue or virtual platform and ensures it meets the event technical and spatial needs.
2. Coordinates setup, including equipment, seating, and signage.
3. Manages on-site needs such as catering, parking, and accessibility arrangements.
4. Provides technical support, which includes:
 - a. Ensuring all technical equipment, such as projectors, microphones, and laptops, is functional for in-person events.
 - b. Testing and managing virtual platforms, including breakout rooms and live-streaming tools.
 - c. Providing tech support to speakers and attendees, addressing issues like login difficulties or audio/video glitches.

Speaker Coordinator

The speaker coordinator is responsible for inviting speakers and workshop leaders to the event. The speaker coordinator tasks:

1. Identifies and invites industry professionals to participate as keynote speakers, panelists, or workshop leaders.
2. Provides speakers with event details, guidelines, and technical support.
3. Serves as the liaison for any speaker needs before and during the event.

Outreach lead

The outreach lead is essential for the success of the event. The main role of the outreach lead is to:

1. Develop and execute a promotional strategy to maximise attendance.
2. Design and distribute promotional materials, both digital and print.
3. Engage with schools, community groups, and social media platforms to reach the target audience.

Volunteer coordinator

The volunteer coordinator is going to recruit and train the volunteers for the day of the event. The role of the volunteer coordinator can be summed up as:

1. Recruit, train, and schedule volunteers for roles such as registration, guiding participants, and managing session timing.
2. Create a volunteer guide outlining responsibilities and expectations.
3. Act as the main contact for volunteers during the event.

The roles above are a suggestion and can be distributed based on the people available on your team to contribute to the event organisation.

Planning and Logistics

Venue (For In-Person or Hybrid events)

In order to choose a venue for the event you should consider the:

1. **Location:** Depending on the target audience, the venue can be school/university facilities, co-working space or other kinds of locations. The venue should be equipped with the needed technology such as projectors, computer, and internet.
2. **Capacity:** The venue should have enough space to accommodate the expected number of participants and provide ample space for networking and breakout sessions.
3. **Accessibility:** The venue should have accessibility features such as ramps and elevators to make sure everyone can participate to the event.

Virtual platform (For Hybrid or Fully-Virtual events)

In a virtual event, either hybrid or fully virtual, you should consider the following key points:

1. **Platform selection:** Use platforms like **Zoom** or **Microsoft Teams**. Ensure that the platform supports breakout rooms, live Q&A, and screen sharing. You may also select another platform so participants can communicate outside the main event platform, such as Discord or Slack
2. **Technical Requirements:** Test internet speed, camera quality and audio clarity. Also, in case of a hybrid event you need to ensure that both in-place and remote attendees have as similar as possible experience. Also, you can create frequently asked questions sessions to help participants with common problems, such as connectivity and platform issues.
3. **Joining guidelines:** You should provide participants with guidelines on how to use the platform effectively.

Budget

In order to organise a **Career Day event**, you have to set a budget. First, you have to consider the cost categories, such as venue rental, virtual platform subscriptions, refreshments, promotional materials, and speaker stipends.

Depending on your budget, you can also consider other funding sources, for example, sponsorships from tech companies, grants from educational institutions or tickets for the event.

Not all the funding needs to be financial, for example, you may ask a tech-company to provide a speaker for the event or use a catering as a sponsor for the event.



Date and Time

The date of the event is crucial for its success. You should consider the following factors:

1. **Date:** You should choose a date that avoids conflict with holidays, exams or local events.
2. **Duration:** A Career Day should usually be 4-6 hours, but you might also plan for a 1 hour or 2 hours Taster Day. The agenda should balance educational content with breaks and networking opportunities.

Program Structures

Here we present you with suggested agendas for different time periods.

A 1-hour Program suggestion

Activity	Detail	Timing
Welcome	Welcome from the Head or Digital Career Lead on purpose of session and breakdown of times and activities	5 mins
Show video	Show video from CWIT (Connecting Women in Technology) featuring young people talking about various careers in digital https://youtu.be/zvOjNAaRKLU Ask what did you find most interesting? Any surprises?	10 mins
Keynote speaker	Inspirational speaker from industry introduces themselves, what they do and how they got into their career in digital 10 minutes talking, 10 minutes questions	20 mins
Activity - Quiz	Students invited to take part individually in a quiz to answer 10 questions on their likes/dislikes to recommend their ideal digital career path https://www.techskills.org/careers/quiz/	5 mins
Activity – group discussion	Encourage students to discuss in small groups whether they were surprised with the results. Had they heard about their career before? What did they like/dislike?	10 mins
Activity - Presentation	What's your Dream Job? One student from each group volunteers to share with the class what surprised them about their job in digital and talk about what their dream job in digital looks like	10 mins

	Suggest: 3 minutes per student x 5 students	
Close	Thank participants, wrap up on learning objectives and outcomes and point to useful resources	2 mins

A 2-hour program suggestion:

As above but more time for panel debate and networking e.g.

Activity	Detail	Timing
Welcome	Welcome from the Head or Digital Career Lead on purpose of session and breakdown of times and activities	5 mins
Show video	Show video from CWIT (Connecting Women in Technology) featuring young people talking about various careers in digital https://youtu.be/zvOjNAaRKKLU Ask what did you find most interesting? Any surprises?	10 mins
Panel debate	3-4 Inspirational speakers from ICT industry (parents/contacts) introduce themselves, what they do and how they got into their career in digital, then debate a key question e.g. "Why aren't more girls studying ICT? How do we address the skills gap in digital?"	30 mins
Questions	Students encouraged to ask questions of panel – What did you find interesting? Did you agree with the points raised? Why?	10 mins
Networking/break	Break with refreshments Students encouraged to network with speakers and given prompt questions e.g. "Why do you love your job?" "What advice would you give someone starting their career in ICT?"	20 mins
Activity - Quiz	Students invited to take part individually in a quiz to answer 10 questions on their likes/dislikes to recommend their ideal digital career path https://www.techskills.org/careers/quiz/	10 mins
Activity – group discussion	Encourage students to discuss in small groups whether they were surprised with the results. Had they heard about their career before? What did they like/dislike?	15 mins
Activity - Presentation	What's your Dream Job? One student from each group volunteers to share with the class what surprised them about their results and talk about what their dream job in digital looks like and why? Suggest: 3 minutes per student x 5 students	15 mins

Close	Thank participants, wrap up on learning objectives and outcomes and point to useful resources	5 mins
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A 4–6-hour program suggestion - can be flexed:

Activity	Detail	Timing
Registration	Guests register/welcome with drinks, name labels	30 mins – suggest lunchtime or breakfast start
Welcome session	<ul style="list-style-type: none"> Opening remarks by the event coordinator. Overview of the objectives and agenda. 	10 mins
Show video	Show video from CWIT (Connecting Women in Technology) featuring young people talking about various careers in digital https://youtu.be/zvOjNAaRKLJU Ask what did you find most interesting? Any surprises?	10 mins
Icebreaker	Icebreaker activity for virtual or hybrid attendees to foster engagement e.g. ask participants to tell a silly joke	10 mins
Keynote address	Inspirational speech by a leading figure in digital innovation, sharing their career journey and industry insights. 10 minutes talking, 10 minutes questions	20 mins
Panel debate	<p>Panels of 3-4 interesting individuals introducing themselves then talking about a particular topic or theme such as:</p> <ul style="list-style-type: none"> Emerging Technologies (e.g., AI, Machine Learning). Creative Tech Careers (e.g., Digital Marketing, Game Development). Career Transitions into Tech. <p>Or debate a key question</p> <ul style="list-style-type: none"> e.g. “Why aren’t more girls studying ICT? How do we address the skills gap in digital?” 	45 mins
Questions	Students encouraged to ask questions of the panel	15 mins
Break	Opportunity to network. Refreshments Students encouraged to network with speakers and given prompt questions e.g. “Why do you love your job?” “What advice would you give someone starting their career in ICT?”	20 mins
Workshop choice 1	<ul style="list-style-type: none"> Hands-on workshops, suggest to look up VET Toolkit in Dream Jobs in Digital on EU Code Week website for practical workshops on Tinkercad. Recommend create your own 3D keychain activity – time for 15 minutes. Best innovative creation wins a prize! 	1 hour

	<ul style="list-style-type: none"> • Or check out online Resources from the EU Code Week website • Industry contacts/ parents / teachers could run a workshop such as: <ul style="list-style-type: none"> ○ Introduction to Coding (e.g., Python or JavaScript basics). ○ Cybersecurity Challenges. ○ Prototyping Apps or Websites. ○ How to write a CV? 	
Break & networking	Between the different sessions of workshops and panels include short breaks to encourage participants to communicate with each other and recharge. You can plan team games such as quizzes or small programming challenges to make them work together and bond.	15 mins
Workshop choice 2	See above	1 hour
Break & networking	Refreshments	15 mins
Activity – Quiz on Career types	https://www.careerexplorer.com/career-test/ <ul style="list-style-type: none"> • Long quiz, about 20 minutes. • Suggests many different career paths. • Shows your compatibility with every path. • Show information about each career such as skills needed, salary, demographics. • It is completely free. 	30 mins
Discussion on quiz results	Put students into groups to discuss results – what did they learn? Were they surprised by the results?	10 mins
Presentation	One person from each group to share what the skills test told them about their future career, were they surprised?	15 mins
Career Fair - optional	<ul style="list-style-type: none"> • Booths for tech companies, startups, and educational institutions. In case of a virtual event, you can use virtual lounges. • Opportunity to explore and ask questions 	1 hour
Close	<ul style="list-style-type: none"> • Summary of key takeaways. • Thank-you notes and next steps for participants, such as follow-up resources, study options. 	5 mins

Invitations

This is an important part in the success of the event. Your team needs to communicate with speakers and also start the promotion of the event.

The **speakers** should be professionals from diverse digital fields ensuring representation in different fields, such as software development, AI, cloud computing, data analysis, cybersecurity, etc. (Hint: You can also invite professional from the field of HR to help participants understand what the industry needs and how their skills are accessed during an interview)

For the **promotion of the Career Day Event**, you should promote the event through schools, universities/colleges and online platforms, such as Facebook, Instagram, LinkedIn, etc., to attract and engage the audience.

Volunteers

Volunteers are fundamental for every event. From the promotion of the event to the day of the event, volunteers can help both with the preparation of the event and handle the participants' needs during the event.

Invitations for volunteers should be out with the announcement of the event. About 6-7 weeks before the event.

Volunteers' training is suggested to start 2-3 weeks before the event, so all the questions that may arise can be answered in time and assignments can be given.

Volunteer roles

Check-in and networking facilitators: Welcome participants at check-in and direct them to their sessions or virtual links. After check-in, help participants connect during networking sessions, whether in-person or via breakout rooms.

Session Moderators: Manage the timing, speaker introductions, and Q&A for workshops or panels.

Tech Assistants: Provide on-the-spot technical support for both speakers and attendees.

Room Monitors: Ensure breakout sessions run smoothly, monitor participant behavior, and handle any issues that arise.

Participant engagement

There are several steps to follow in order to keep participants engaged before and during the event.

Before the event

First, before the event you should use platforms like [Microsoft Forms](#), [Google Forms](#) or [Eventbrite](#) for registrations. This way you will be able to collect participant details easily and stay organised.

A **week or two prior to the Career Day**, you should share the digital materials such as agendas, speaker bios, and event resources with the participants using email or online portals.

During the event

Right before the beginning of the event, **prior to the welcome session**, a registration booth should be in place for participants to sign up for the different workshops and sessions. You can provide participants with name tags to make it easier to connect with others.

During the event, volunteers must be available to answer questions, provide technical support and help the participants.

Marketing and Outreach

Marketing and outreach are an important part of the success of your **Career Day event**. You have to use different promotional channels, such as social medias, and design a promotional campaign in order to reach more people.

See appendix for marketing template strategy and canva links to ready-made designs.

Promotional channels

There are many ways to promote such an event.

1. **Social media platforms:** A direct way to interact with people and advertise your event. You can use platforms like Facebook, Instagram, X, and LinkedIn joining groups that are relevant e.g. college groups.
2. **Posters and flyers:** You can distribute posters and flyers in schools, libraries or wherever you suit better for the audience you are aiming for.
3. **Partners:** Depending on the targeted audience, you can create partnerships with schools, universities, colleges, and local tech communities and promote your event through their channels.
4. **Guest speakers:** You could ask your guest speaker to share on their social media accounts about the event.

Content

You can create a series of engaging posts. Starting with the **open invitation** to the event with all the information interested audience may need, such as the date and place of the event, and if possible, some details on the content (will it have workshops, talks or something else?).

You can share the agenda of the event some days before the event takes place to attract more people.

You can create content with **speaker highlights**, **workshop previews**, and **countdowns**. You can also use the volunteers to promote the event with **behind-the-scenes videos**.

For every post create and use **special hashtags** that everyone can use in order to promote the event.

Timeline

The promotion of the event should start 5 to 6 weeks prior to the event, with the invitation.

The frequency of the posts and other outreach activities should increase as the event approaches.

Day of the event

In case of an in-person event, you have to **arrive early** at the venue to arrange seating and set up signage. Even at the most organised events, problems can arise but getting to the venue early helps solve the problems with less time pressure.

A **check of tech equipment** should also be on your schedule, whether the event is in-person, hybrid or fully virtual, to ensure a seamless experience for the participants.

Volunteers should also arrive early to help with the preparations. Prior to the day of the event, each volunteer should be assigned a specific job (check-in participants, greeting and guiding participants, providing materials

such as name tags, helping speakers with the equipment). You can find additional information about volunteer assignments in the appendix.

During the event you and your team should be available to help participants with their needs, monitor chat rooms and create social media posts.

Post-event follow up

- 1) **Survey:** In order to assess the success of your event, you should gather feedback from the participants, and also from the speakers, your team members and the volunteers. Use digital forms such as [Microsoft Forms](#) to gather input on the event's content, logistics, and overall impact. To increase the number of participants who provide feedback, offer incentives like certificates.
- 2) Send **thank-you notes** to speakers, sponsors, volunteers, and attendees. Highlight the contributions of key team members and stakeholders.
- 3) **Report:** After receiving feedback from the participants, you should create a post-event summary report, including attendance statistics, feedback highlights, and lessons learned. Please upload and share the report with your team and sponsors and with the Code Week team at <https://codeweek.eu/add>
- 4) **Register the event on Code Week Website:** Once you have received the feedback and create a post-event summary report, do not forget to register the event on Code Week website: <https://codeweek.eu/add> including all the information, feedback gathered as well as the post- event report created.
- 5) **Follow up resources:** You can also provide participants with follow-up resources, such as links to recorded sessions, recommended reading, or information on upcoming events. Encourage continued engagement through mailing lists or social media groups.

Additional resources

Budget tracking

You can use budget tracking tools such as spreadsheets (Excel or other), that have special templates, or specialised apps like Budget Tracker.

Virtual Engagement tools

- You can create interactive Q&A and polls with Slido, [Mentimeter-Interactive presentation software](#) and Eventee.
- For quizzes you can use Kahoot! [Enter Game PIN - Kahoot!](#) Of Quizizz.

Participant Support

- Guides on career paths in digital industries – check out the Careers in Digital toolkit on the EU Code Week website which also contains links to free digital skills quizzes
- Other low-cost training resources, such as Codecademy, Coursera, or LinkedIn Learning.

Accessibility Resources:

- Captioning services such as Otter.ai or Rev for virtual events.
- Checklists for making events inclusive, including guidelines from organisations like the World Wide Web Consortium (W3C).



Appendix 1 – Objectives Checklist

Use the following checklist to check you are ready for your **Career Open Day** and clear on your objectives!

1) What is the purpose of the event?

- Spark interest in digital careers
- Connect participants with professionals
- Promote courses
- Other: _____

2) Who is the event for?

- High school students or College Students
- University Students
- Early-career professionals
- Other: _____

3) What are the key outcomes?

- Attendance numbers and demographic insights.
- Post-event survey results indicating increased interest in digital careers.
- Positive feedback on the value of workshops and panels.
- Other: _____

Appendix 2 – Contact sheet for all stakeholders

Use this contact sheet template to record all the key stakeholder details for your event and give this to every team member on the day to easily contact the relevant person. Below are some examples and suggestions.

Role	Name	Email	Telephone	Notes
Event team				
Coordinator				
Event Manager				
Speaker Coordinator				
Outreach Lead				
Volunteer Coordinator				
Volunteer 1				Welcome team
Volunteer 2				Networking
Volunteer 3				Signposting
Volunteer 4				Workshop lead
Volunteer 5				Session moderator
Tech contact				
Parking contact				
First Aid contact				
Speaker 1				E.g. Title of talk, LinkedIn profile, Abstract
Speaker 2				Panel debate member
Sponsor 1				E.g. Sponsorship agreement includes...
Sponsor 2				E.g. Introduce sponsor x to x person

Appendix 3 - Planning and Logistics checklist

Use this as a checklist of the logistics for your event and share info with all the events team and the guests.

What is the type of event?

- In-person
- Hybrid
- Fully Virtual

In case of an In-Person/Hybrid event, information about the venue:

Location: _____

Capacity: _____

Accessible: Yes No If need be

- Equipment provided:
- Tables
 - Chairs
 - Internet connection
 - Electrical sockets
 - Rooms
 - Other: _____

In case of a Hybrid/ Fully Virtual event:

Information about the platform e.g. Microsoft Teams or Zoom:

Platform: _____

Capacity: _____

Supports breakout rooms: Yes No

Subscription needed: Yes No

Subscription fee needed: Yes No

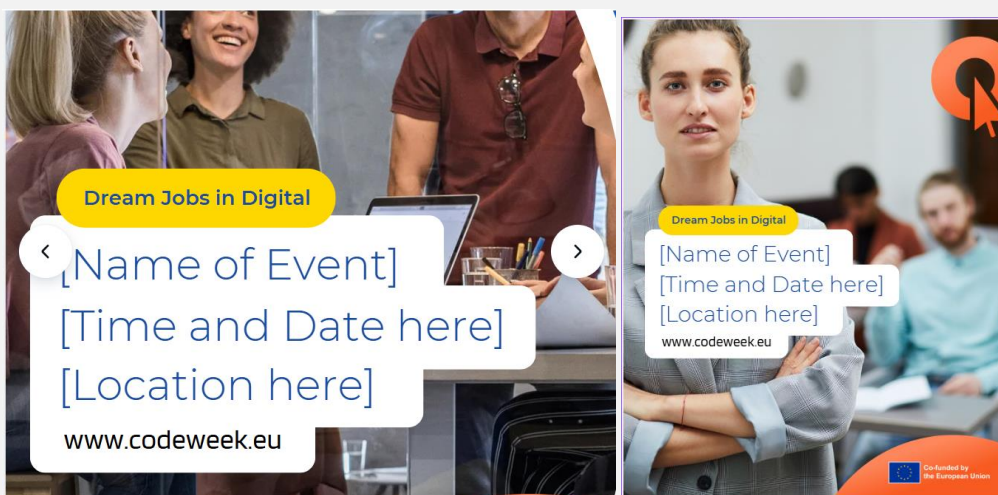
Appendix 4- Marketing and outreach

Work with your marketing contacts to put together social media posts and marketing for the event. Decide who you want to contact and where. Social media templates can be found here.

Canvas Templates :

- Editable posters [link here](#)
- [Instagram posts - 1080 x 1350](#)
- [FB/LinkedIn posts](#)

Examples:



Outreach timeline

Posts	Communication Channel e.g. X School or LinkedIn	Date	Impact/Reach
Announcement	#EUCodeWeek		Schools, colleges
Invitation for volunteers			Schools, colleges
Promotional posts	#EUCodeWeek		Instagram, LinkedIn, TikTok
Promotional videos			
Day-of-Operation posts			
Post-Event Report			

Appendix 5- Organizing Career Day Checklist

Before the event

5-6 weeks prior to the event

- Contact community businesses and keep track of who's coming
- Recruit volunteers
- Find a location to host event and/or choose your online platform and check subscription
- Advertise the event
- Plan food and beverage
- Start promotion

The week or two before

- Send host information with times, parking, directions, etc.
- Remind participants
- Print and prepare what you need including surveys, nametags, signage etc.
- Increase the frequency of promotional posts
- Train volunteers and assign roles

During the event

- Arrange seating
- Check tech equipment works properly
- Set up check-in
- Welcome host
- Greet participants
- Monitor chat rooms if applicable
- Create posts using hashtags to publish live on social media

After the event

- Send thank you notes to presenters
- Collect feedback from participants
- Collect feedback from host /speakers
- Collect feedback from team members and volunteers
- Upload a post-event report
- Register the event on Code Week website with all information needed

Appendix 6

Pre-made email invitations

For guest speakers, industry partners that could be invited for support, sponsors, and partnership:

Dear (recipient name),

We are holding a **Careers in Digital Open Day** at our (school/University/other venue) as part of EU Code Week and we would be delighted if you would consider (attending/speaking/running a workshop/sponsoring).

Specifically, we would like you to (attend/do a keynote speech/be available for networking/run a workshop/sponsor the cost of the event) (plus details of any timings or deadlines for involvement).

Our objectives for this **Career Day** are: *(introduce young people to courses in ICT, help connect youth with some digital professionals, inspire youth with careers in digital etc.)*

This event is part of EU Code Week which is an EU initiative led by Junior Achievement Europe, to inspire more young people into digital careers. Don't be fooled by the name, it's not just a week it's an ongoing initiative! With 2030 rapidly approaching and the digital decade target of 20 million ICT professionals in Europe still far out of reach, Code Week are bringing together Youth Education, Civil Society, Digital Industry and Government to implement innovative approaches to the digital upskilling of young people including Career Days like this!

Code4Europe envisions to empower all young Europeans to embrace digital technologies and pursue a highly rewarding career in Digital. We intend to reach this goal by vastly increasing the number of young people who choose digital careers.

We hope you will be able to attend, please RSVP to (name of person/email) by (X) date.

Let's make a difference with EU Code Week together!

Thank you we look forward to hearing from you

Kind regards

(your name)

Editable social media visuals

Edit any of these templates on Canva ([link here](#)) for inviting students to your **Career Day**: these can also be used as posters and customisable banners to share the event online or offline, through accounts owned by the school or the industry partners involved.

Examples include:



Sample event script for school staff to use in presentations.

Thank you so much for attending our **Career Day!**

I'm *(introduce yourself)*

Our objectives of today are: *(introduce you to courses in ICT, help connect you with some digital professionals, inspire you with careers in digital etc.)*

This event is part of EU Code Week which is an EU initiative led by Junior Achievement Europe, to inspire more young people into digital careers. Don't be fooled by the name, it's not just a week it's an ongoing initiative! With 2030 rapidly approaching and the digital decade target of 20 million ICT professionals in Europe still far out of reach, Code Week are bringing together Youth Education, Civil Society, Digital Industry and Government to implement innovative new approaches to the digital upskilling of young people including **Career Days** like this!

Code4Europe envisions to empower all young Europeans to embrace digital technologies and pursue a highly rewarding career in Digital. We intend to reach this goal by vastly increasing the number of young people who choose digital careers.

We hope you enjoy the activities today *(explain the agenda using the sample programs)*.

There is food and drink available *(location and time)*

The fire exits are *(X)*

We ask that you complete a post event survey at the end of the session before you leave. *(Maybe there's a prize draw for someone who completes to motivate entries)*.

Thank you have a great session!

Let me introduce you to xxx

Pre/post-event survey templates

For gathering feedback from students and speakers.

Use digital forms such as [Microsoft Forms](#) to gather input on the event's content, logistics, and overall impact. Below is some copy you can copy/paste into Microsoft Forms. You can then create a QR code for your respondees - [Share a form or quiz with students in Microsoft Forms - Microsoft Support](#) once you create the form click on collect responses and select the QR code icon.

Template survey questions to copy and paste/tweak:

Thank you for attending our **Digital Careers Day** at X (school/educational establishment). Please can we invite you to spend a minute answering a few questions to help us improve?

Name

Age

School

How did you hear about the **Digital Careers Open Day**?

Was this **Career Day** useful to you (scale 1 – 10 from not useful to very useful)

What did you get out of this **Career Day**? (Options – meeting new inspiring people, new careers I didn't know existed, new courses in ICT, other – free text)

Has the open day made you more likely to pursue a **career in digital** (1-no, 5 neutral, 10 yes more likely)

What are you inspired to find out more about studying? (ICT, data, AI, HPC, STEM)

Please rate your experience of the following –

Information provided before the event 1-10

Registration 1-10

Workshops 1-10

Speakers 1-10

Host 1-10

Team help 1-10

Activities 1-10

General content of the event 1-10

Catering 1-10

Is there anything in terms of topics, activities or organisation of the workshops that you would have liked to be different or that you would like to see at the upcoming events? (free text)

Any other feedback you would like to give to us about your experience? (free text)

Thank you for attending and for your valuable feedback

And finally, please remember to send the feedback about your **Career Day** including photos, reports and feedback forms on our EU Code Week website: <https://codeweek.eu/add> including all the information, feedback gathered as well as the post- event report created.

Please do not forget to ask for consent, in the case the photos you would like to report includes other people and especially children.

Thank you!

Legal Disclaimer

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