



★ Introducing the world of work
broadcasting service
for Britain's schools and colleges

Supported by

**City &
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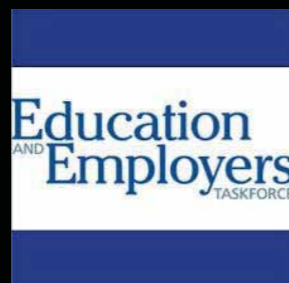
B&CE


Greater Cambridge
Greater Peterborough
Enterprise Partnership

An irrefutable problem



Government, employers
and educationalists all
acknowledge there is
a growing skills crisis



What they are saying



Schools need to prepare **young people**



Damian Hinds
Secretary of State
for Education

for a digital revolution and
a fast-changing jobs
market.

A high proportion of new
jobs will require **digital
skills.**

Cue The WOW Show



An exciting new **careers channel** broadcasting

live to schools and colleges around the UK - allowing **employers to engage** with students on an unprecedented scale.



Our vision



To **transform** the way young people understand the world of work and acquire their **careers inspiration**.



Through vivid storytelling, journalistic investigation and by curating the best insights we will provide **fresh perspectives** on career opportunities.

The audience



Connecting employers to the digital world



of 3.5 million young people from **Generation Z** who are thinking about their future.

The show



Aimed at developing curiosity in **individual potential** through an innovative approach to:

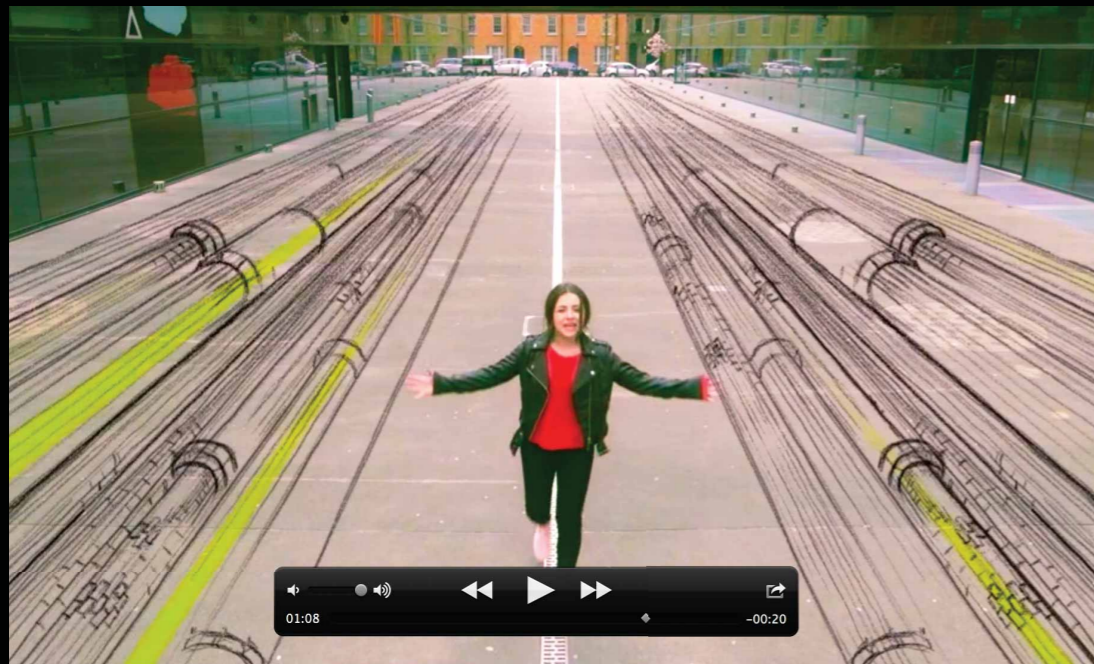


- Content
- Presentation
- Delivery

Content



Content **designed to inspire** our audience:



- High energy magazine format
- Bite-size media snacks
- Visual story-telling
- Peer presenters
- Fun to watch

On air



Livestream programmes packed with insight:

ON AIR

- Workplace encounters
- Star guests
- Mini-documentaries
- Pathway guidance
- Job readiness coaching
- Social Media interaction

Getting interactive



Turning **viewers** into **participants** on social media



Twitter



Snapchat



Instagram



Google Hangouts

Presenters like...

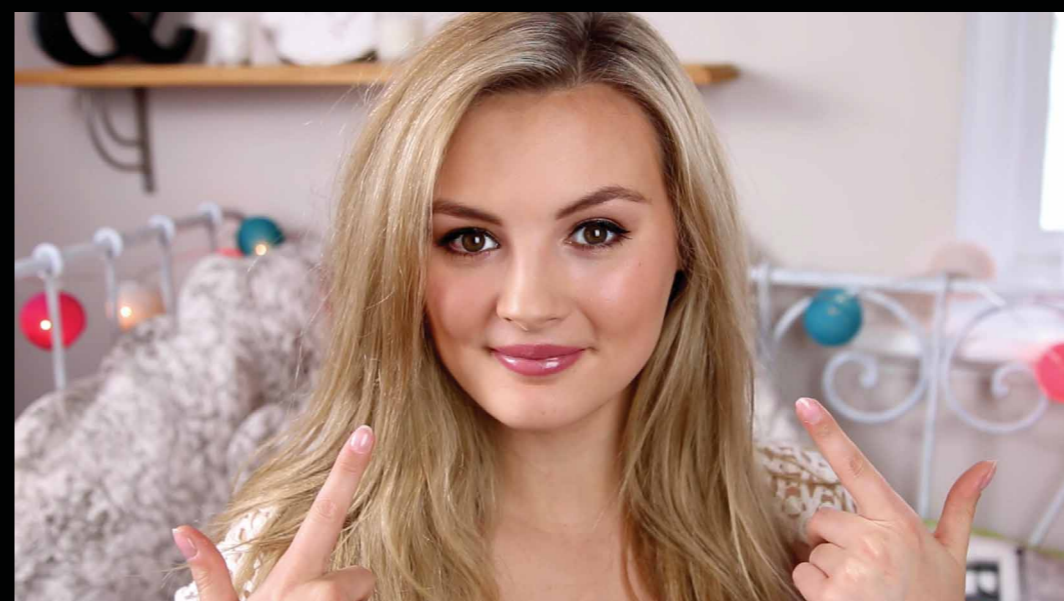


tomska

Niomi Smart



Joe
Sugg



Broadcast quality



A **shared** viewing experience in the classroom:



- streamed **live** on its own YouTube channel
- **on demand** 'as live' catch-up viewing to fit school timetables; and individual access anywhere, any time

Streaming works



Live streaming has already **transformed**

audience engagement for
Corporate, Broadcast
and Arts delivery.



RSC
Richard II
Streamed live from Stratford
to 31,000 students

The **Education** sector is
following - 3,000 schools
now regularly tune into
National Theatre productions.

The pilot



The plan: a **30-minute** live show



Careers spotlight: Transport, Construction, Hospitality & Tourism, Health & Care, Digital

Possible features: Star Guests; My First Job; Entrepreneurship; Apprenticeship v Uni; How not to...

Live links to schools and interactive sessions via social media

Support for teachers



Managing the experience **in the classroom:**



Step 1: Preparation

Specially prepared preview material gives students an understanding of the companies and careers featured in the show and helps them establish their own interest profile

Step 2: Participation

Audience shares in a live national webcast event that contextualises their preparation and personal interest analyses, spotlights pathways and invites them to join social-media assisted conversations with employers and peers

Step 3: Progression

Structured group activity allows students to reflect and draw conclusions to assist their personal development plan

Measuring impact



Did **The WOW Show** make a real difference?



Phase 1: Pre-pilot

Online community survey with pupils; quantitative and qualitative insights into existing views on careers and aspirations; and current engagement with careers support

Phase 2: Immersion

Immersion day at each school: observe students as they watch broadcast; include 'in the moment' feedback; follow-up focus groups and interviews with students, teachers, parents and employers

Phase 3: Post pilot

Quantitative and qualitative insights into live broadcast and on demand viewing; strands that resonate, call to action and changes in views, attitudes and intentions

Final Impact Report for all stakeholders

The creative team



A UK creative industries consortium led by **UKTI Creative Taskforce** experts



Summary



The WOW Show speaks to the **aspirations of Gen Z**



- Develops curiosity and opens minds to the breadth of opportunity
- Increases optimism in individual potential
- Promotes conversations with employers and employees
- Engages students in hard to reach 'cold spots'
- Amplifies proven best practice

Bringing **careers inspiration** to life



★ The world of work. **Live.** In your classroom.

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