



Dear Colleague

## **Introducing the WOW Show - a new world of work broadcast service for all secondary schools and colleges**

I am writing to invite you to take part in a major new careers inspiration initiative for young people. It is a special broadcast event that will be streamed live to all schools at **11.45am on Wednesday the 2nd May**.

The event is called **The WOW (World of Work) Show** and it is an entertaining 'Top Gear-style' 30-minute broadcast that will present fascinating fresh perspectives on 5 major employment sectors. It is very different from traditional approaches because it is being produced by leading film-makers and journalists from the UK Creative Industries who have been given access to some of the most important industries and career opportunities for young people in the future. It will speak to the student audience in their language, on their platforms and in the bite-size visual grammar of YouTube. This is careers inspiration for Generation Z.

The project is backed by **City & Guilds, The Edge Foundation, the B&CE Charitable Trust** and supported by a host of national and local employers with whom your students can identify. **It is free** and is accompanied by **special preview, teacher guidance and pathway progression lesson plan materials prepared by the RSA Academies**.

**The broadcast** is designed to appeal to **all year groups** and be watched as a shared group experience with the students able to engage and interact directly with the programme makers and featured employers. It can also be shared with parents or carers. Schools **can watch it live on the day of broadcast or access it on demand** at a time of their choosing - on any screen with an internet connection and without the need for any pre-arranged licence.

We believe this event will provide a creative and hassle-free way for schools and colleges to connect with some of the UK's most important employers and give students compelling encounters with different sectors of opportunity.

We very much hope you will want to join us. To participate please simply send me an email so I can contact you directly to tell you more.

With best wishes,

Bill Hayward  
Project leader and co-executive producer  
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The project is being produced and delivered by CTN Group ([www.ctn.co.uk](http://www.ctn.co.uk)).