Discover! Creative Careers Month 2025

Industry Toolkit

Funded by UK Government

Introduction

"Don't underestimate how empowering it is for young people to come into your creative work spaces and meet real people in real roles...."
Create Studios, Swindon

Thank you for your interest in Discover! Creative Careers Month 2025, part of our government backed, industry-led programme that informs and inspires young people aged 11 - 18 about careers in the creative industries.

Discover! Creative Careers Month is industry's opportunity to inspire the future workforce by showcasing their company, team, roles and sector pathways.

We're thrilled to be expanding into a month-long event across November 2025, giving industry and schools greater opportunities to forge connections and offer more young people vital encounters with creative industry careers.

This year, we want to see as many creative industry employers as possible provide invaluable in-person experiences, either at the workplace or in school. If that's not possible there are still several ways to get involved, outlined in this pack.

"Direct involvement with industry professionals can be vital in bringing careers in the creative industries to life for students who otherwise might not usually get exposure to creative careers or see them as not being accessible."
Abbs Cross School, Hornchurch

New for 2025 is our online Opportunity Finder which will help industry to showcase their events and activities and allow schools/colleges to search for relevant opportunities for their students. Submit your opportunity here.

Our Industry Toolkit should give you everything you need to support the planning and delivery of your Discover! Creative Careers Month 2025 activities, but don't hesitate to contact us with any questions: discover@screenskills.com. You can also book onto one of our upcoming information and Q&A sessions.

Whether you're opening your doors for a workplace visit, delivering a talk or careers workshop at a local school/college, running an online event or showcasing your existing opportunities as part of the campaign, you're part of a movement that's changing the face of our future workforce, thank you.

Discover! Creative Careers team 2025

Toolkit contents

Image © RIBA, Festival of the Future 2025, photographer Luke O'Donovan

Why take part?

Discover! Creative Careers Month is your opportunity to inspire the future creative industries workforce by showcasing your company, team, roles and pathways in your sector. Alongside the industry-wide impact on our future workforce, there are several other benefits for companies getting involved:

Industry Growth: With fewer creative subjects in schools, initiatives like this offer vital industry exposure, ensuring a flow of skilled talent into the sector.

Inclusive Workforce: By reaching out to schools in underserved areas, you can help level the playing field and encourage a wider range of students to pursue careers in the creative industries.

Influence Curriculum: Colleges need strong creative industry partnerships to deliver relevant T-Levels with real-world experience.

Developing Local Partnerships: The goal is for industry to establish lasting connections with schools, colleges, and career services to ensure sustainable outreach, engagement, and talent development.

Awareness Raising and PR: You will be part of the national #discovercreativecareers campaign and your involvement could attract publicity for your company

Ways to get involved

There are many ways for individuals and companies to get involved and support Discover! Creative Careers Month 2025, from sharing resources to hosting workplace tours and delivering workshops.

You could:

- Go back to your own school or contact your local college and give a talk in assembly
- Open your workplace up for local school and college tours
- Host a workshop or activity that demonstrates the skills needed for a role in your sector
- Review student portfolios and CVs, providing insights on employer expectations
- Join employer forums to shape the curriculum and ensure colleges teach the right skills.
- Take part in the #discovercreativecareers campaign and showcase your existing careers resources
- Link up with local creative industry companies to deliver an interactive careers fair with industry talks and demonstrations

Looking for ideas? [Explore our case studies](#) featuring events from Discover! Week 2023 and 2024.

Getting started

First steps - set a date

We will host a regular drop-in information session to share ideas on getting involved and connecting with local schools and colleges. Visit our website for upcoming dates.

- To ensure wider school participation, **set a date before the summer holidays (by mid July)**. Delaying beyond this may disadvantage schools in less privileged areas.
- Decide what you would like to offer for what capacity and if you have a preferred age group.

Next steps - Upload your event to the Opportunity Finder

- New for 2025 is our online Opportunity Finder where you can upload details of your events and activities. Once these have been approved and posted, schools/colleges can search for relevant events in their area and make contact via an enquiry form.
- Don't worry if you haven't pinned down all of the details, as long as you have a date/ date range and an idea of what you'd like to offer, you can upload your event and start connecting with schools/colleges
- **Upload your event to the Opportunity Finder today**

Find a school

- You can also reach out directly to schools in your area by contacting local school-based Careers Leaders. **You can use the gov.uk website to search for local schools/colleges.**
- If you are struggling to make contact, get in touch with your local Careers Hub. These Hubs bring schools, colleges, employers and apprenticeship providers together to support careers education. **Search for your local Careers Hub here**.

Image © Create Studios. Students take part in a film-making workshop at Create Studios in Swindon during Discover! Creative Careers Week 2023

Getting started

Useful hints and tips when working with young people

- For many of the students taking part, this will be the first time they've encountered your sector and possibly any sector or workplace. Avoid using jargon when talking about your roles and your company. If that's unavoidable then you could run a jargon-busting activity at the start of the day to introduce the new terms to the students.

- Rather than giving lots of information, try to get the young people's input first to ensure their involvement. Use open questions that prompt answers, you could start off by asking what they already know about the industry.

- Where possible and practicable, aim to demonstrate what you do rather than just talking about it; showing examples of your work or processes brings things to life.

- Use some real, tangible examples of outputs so the young people can easily link your company / sector with products or experiences they will recognise. You could start with an end product and work backwards, looking at all of the people involved in its creation.

- Set them up well for the activity - explain why they're doing a certain task and what the outcome could be. They will find tasks much easier if they understand the wider context.

- Consider setting a challenge or a problem for the students to solve, for example: 'If we want this to happen, what do you think we need to do?'

- Consider activities that demonstrate how different roles and departments work together, so the young people can understand that it takes a huge range of people and skills to achieve the company's goals.

- Be prepared to name roles and functions within your organisation and to talk about career opportunities, roles and pathways in your industry.

- Direct the students to the careers finder at www.discovercreative.careers. For over 16s they may want to download the ERIC app.

- We want Discover! Creative Careers Month to be open to everyone and we've worked with the Discover Creative Careers programme's Access Group to produce specific guidance on creating events and resources for young people with special educational needs and disabilities (SEND). This guidance can be found on the next page.

Getting started

Guidelines for inclusivity and accessibility

In partnership with our Access Group, we have created some simple guidelines for ensuring that your event is inclusive and accessible.

These guidelines can be used for all events and activities you deliver and will benefit all learners, including those with SEND (special educational needs and disabilities). Pupils with SEND make up 17% of all school pupils in the UK[1], meaning that in any class of 30, an average of 5 pupils will have SEND. Without adjusting your activities to meet their needs, these pupils risk being excluded from the experience.

Before you meet a group

- If young people will be visiting your workplace, sending photos of your building before they arrive can take away some anxiety around the unknown / unpredictability of a new place. If possible, these photos could be formatted as a visual story. Examples of visual stories can be found below:

  - https://www.rafmuseum.org.uk/documents/ALD-London/Visual_Story_Schools.pdf

  - https://www.sciencemuseum.org.uk/sites/default/files/2017-10/visual-story-january-2017-small.pdf

  - https://museumsandgalleries.leeds.gov.uk/wp-content/uploads/2023/01/Lotherton-Visual-Story.pdf

- If possible, send a picture or video introduction of yourself to the school so you are familiar to the pupils when they visit. It can be helpful to do this with all staff members that will interact with the group during their visit.

- When a group books an activity with you, ensure you ask if there are any additional needs you need to know about. This could include physical needs, learning needs and/ or social emotional and mental health needs. Ask if there are any adjustments you can make to ensure the learning is accessible and enjoyable for everyone.

- Think about any pre-visit lessons/ activities which could be done in school that you can send to teachers beforehand. These warm up exercises may help the pupils feel more comfortable and confident when they meet you.

Getting started

Guidelines for inclusivity and accessibility

During the event

- Have a visual timetable of the day that you can refer to throughout your workshop. Where you can, embrace flexibility. Have an idea of the length of each activity you plan to run but be aware of potentially needing to end an activity early if engagement is low. Likewise, flexibility allows you to extend an activity if it is generating interest and enthusiasm.

- Think about the different ways in which people learn. Try avoiding only one method of teaching and sharing information. Avoid only speaking and/ or reading and include "hands on" learning where possible.

- Be aware of processing differences in neurodivergent people and/or people with learning disabilities. It can take up to 7 seconds for a neurodivergent person to process a question before answering, so give time for pupils to respond. Also be aware that picking someone to answer a question may cause anxiety to that pupil that could prevent them from answering. Try not to put pupils on the spot.

- When using text in activities ensure that the font is at least 16 point and sans serif (without flicks). Examples of sans serif fonts include Arial, Calibri and Verdana.

- For autistic students or young people with SEMH needs (social, emotional, and mental health) have a space in your building where people can take some time out if needed. This space should be quiet and have low stimulation (smells, sounds and sights).

- Be aware and accepting of differences in body language. For example, an autistic learner may not make eye contact when speaking, or may seem like they are not listening when they are. They might also stim (make repetitive movements) to help moderate how they are feeling.

- Think about the time allocated to each activity and work in breaks as required.

- A workshop in an unfamiliar location may cause some neurodivergent learners to find it difficult to process (and remember) the day, so consider post-visit material for pupils to take back with them. This will allow them to process their experience in their own time.

Suggested activities

Warm ups

There are several warm up activities you could run as part of a welcome session that would introduce the students to your organisation and the team and get everyone working together. Here are some suggestions:

- **Speed networking** This is a great activity if you have a larger team. It can either operate in two lines or an inner and outer circle. One line/circle remains static while the other moves one person at a time. The students will have 1-minute to ask the employees questions and determine what their job involves and how they got into the industry. We recommend setting these questions and having them written up on a board/screen. This is timed with a whistle/bell.

- **Flash intros** Give one of the students a 1-minute timer and a whistle/bell. They are then responsible for timing your team as they introduce themselves and their roles to the group.

- **Question time** Prepare some numbered question cards and hand out to the students, the students then read out the questions in order and can choose who from your team must answer them. You could also mix up some serious job/career-based questions with something less formal here.

- **Match the task** Introduce a few different team members/roles with their job title and a basic one-line description about what they do and prepare some print-outs of daily tasks and activities that are involved in the roles. In groups, the students discuss and identify which person they think performs which set of tasks. The right answers are then revealed. This could be also done with post-it notes or flipcharts.

- **Guess my role** Ask each team member to bring a prop that represents their job or an item that they frequently use in their work. Students can then guess what the roles are before finding out the right answer.

Activities and workshop suggestions

If you plan to split the groups up around the building, you will need to ensure the school/college bring enough staff members to accompany each group.

- **Interactive workshops** This is great if you have a practical task that will give the students hands-on experience. These workshops are better if you have enough resources to give all students an opportunity to take part.

- **Rolling tours programme** If you have a large building with multiple departments, you could run a rolling tour which splits the main group up, so they rotate across the teams. Each tour location could then have a set amount of time to:

  - Explain the function of the department and how it relates to the overall business and the different job roles available in the department.

  - Explain or demonstrate the skills required within this department.

  - Demonstrate the type of work that takes place: this could be interactive, allowing some or all of the students to have a go.

  - Discuss the various pathways into working in this specific area or point them towards further sources of information, such as the Discover Creative Careers website.

  - Allow time for questions at the end of each department.

- **Set a challenge** Focusing your event around a challenge can help to demonstrate the various processes involved within your industry and how each department relates to and supports each other. There are a couple of different approaches to this:

  - Option one: Split the group into different 'departments' and assign a staff member to each group. The departments work on the challenge, coming together for meetings when they need to in order to achieve the result. Ensure you're clear on timings and allow time at the end for feedback/discussion.

  - Option two: Split the group into teams who then rotate through the different departments during the day to experience the various processes involved as they work on their challenge. All teams then present their result at the end of the day.

- **Talks programme with Q&As** If you're limited on space, a talks programme featuring different members of your team might be a great option and will provide invaluable insight for students who may not otherwise get a chance to engage with professionals. We recommend keeping the talks short and to the point and supporting them with visual aids such as films, images, tools of the trade and props. You may also want to bring some interactive elements into a talks programme, for example, asking the students to tell you what skills they think the different roles involve, inviting them to explain how they think certain products are made. Make sure you allow time for a Q&A at the end of each talk.

- **Event feedback** You may choose to gather some feedback from students about their experience. This can be done informally; for example, you can ask students to share something they have learnt or enjoyed from the day, or you can collect comments on post-it notes. Quotes from participants are great for sharing on social media (use first names only) and in impact reports.

Guidance for universities and freelancers

Universities

FE and HE providers are welcome to register as industry partners. In previous years, they have opened their doors to showcase facilities and to provide access to creative industry professionals. You may wish to offer a site or departmental tour, or to arrange an opportunity to meet with staff and find out about their roles and career pathways. In 2023, West Suffolk College worked with UK Music to highlight careers in the music industry. If you are interested in partnering with other local creative businesses to deliver an activity, please get in touch.

Freelancers

If you have registered as an individual, there are several ways to get involved. You may wish to approach your local school to offer them a practical workshop, or deliver a talk about your work and career path to date. Alternatively, you can deliver a virtual talk over Zoom which you can submit to our Opportunity Finder. Take a look at our introduction to freelancing lesson plan for ideas about how to speak to young people about life as a freelancer.

If you are based in a workplace or studio and are able to accommodate young people at a site, please have a look at the safeguarding and health and safety guidance on page 11 of this toolkit.

Please note that we do not have funding available to cover fees or transport costs, which may have an impact on the offer you are able to provide.

Creating a safe event

Safeguarding

These guidelines will help you to plan a safe and welcoming event. Whilst teachers and accompanying adults are responsible for the safety and wellbeing of their students, safeguarding is everyone's responsibility. Please check that you have a safeguarding policy in place – schools may ask you to share this with them.

If you are hosting other employers as part of your Discover! event, you must ensure that you have shared your safeguarding policy with all involved and that they agree to abide by it.

If an incident occurs during the visit, you should inform the member of staff accompanying the young people as soon as possible.

In the rare event that a disclosure is made to you or a member of your team, please submit a written report as soon as possible to your Designated Safeguarding Lead, local authority or the police if the situation is urgent. Useful resources and advice on dealing with a disclosure of abuse or neglect can be found on the NSPCC website.

Photography and filming guidelines

If you plan to capture any part of the day for promotional and documentation purposes, please discuss this with the school/college you are working with in advance as they will need to ensure they have consent from the parents/guardians and the accompanying adults if you plan to feature them. See below for consent form templates.

If for public use, certain students may wish to opt out of being captured - we recommend you ask these students to wear a sticker so they can easily be identified by the photographer/ videographer or during the editing process. You may choose to display a sign where filming or photography will be taking place.

You can download media consent form templates at the links below, these give you an option to include permission to share content with the Discover programme and our funders.

- **Download Discover! Creative Careers Month 2025 media consent form for under 18s**
- **Download Discover! Creative Careers Month 2025 media consent form for over 18s**

Creating a safe event

DO

- Do ask students to email any enquiries to a generic work email address and contact you via a teacher or parent/carer

- Do reply to emails from students, ensuring you always copy in their teacher or parent/carer

- Do make sure young people have plenty of opportunities to rest, reflect and access refreshments and toilets

- Do report anything that concerns or worries you. Safeguarding is everyone's responsibility

- Do take special care to protect images and personal information linked to students

- Do delete digital images of students. If you have consent to keep and share these, store them securely on an internal server and delete them from your personal devices

- Do carefully consider information you share online. If you have consent to share images / video footage, refrain from using children's full names or name the school and local area instead

DON'T

- Don't end up in a situation where you are left alone with a young person, even if you have DBS clearance

- Don't take photographs or films of students unless you have signed consent forms from the teacher or parents/carers

- Don't share personal information with students, or connect with them on social media platforms

- Don't make promises you can't keep, e.g: agreeing to organise further visits or connect the school with a celebrity

- Don't divulge information about individual students

- Don't initiate physical contact. However, if a child comes to you in distress, act responsibly and in public view

Creating a safe event

Health and safety

Health and safety should be a priority when planning your event. You will need to assess the risks that come with a visit to your workplace environment, as well as those associated with any planned activities. You will need to provide a risk assessment to teachers bringing groups to the event. Teachers are responsible for preparing their own risk assessments, but they will use your example to understand the risks they may encounter in your workplace environment.

You can download a risk assessment template here. Important things to consider include:

- Building safety – staircases, uneven ground, cobblestones, fixtures and fittings that obstruct routes or pathways

- Any machinery and equipment in operation during the visit

- Vehicle movement around the site

- Risks associated with particular planned activities e.g: carrying and lifting, using scissors or sharp tools, visiting a rooftop terrace etc

You will also need to consider your fire safety and first aid arrangements. We recommend that a first aider is present on the day of your event. If you don't have any first-aid trained staff, St John Ambulance can provide event first aiders.

It is worth building in some time at the start of your event to run through the nearest fire exits, quiet spaces and toilets, to share any rules or safety guidance related to their visit or planned activity, and to provide an overview of procedures in the event of an emergency.

Schools / colleges are responsible for ensuring that they bring enough adults to support the students during their visit. They should always follow the guidance provided by you and ensure that young people abide by health and safety rules.

Checklist

- If you haven't already, please register your interest here.

- Got a question? Come along to one of our information and Q&A sessions.

- Set a date/date range for your activity and upload it to the Opportunity Finder

- If you want to reach out directly to local schools, there are tips on connecting with them on page 4.

- Use our 'suggested activities' on pages 8 - 9 to support your planning.

- Ensure you have completed a Risk Assessment

- Download and edit our media consent form templates so you can capture content during your event

- Brief key people in your organisation, including senior management, front of house/site teams, PR/comms & marketing teams.

- Share our campaign kit on page 16 with your communications teams.

- Prepare a space for the students to keep their belongings and a safe space for them to eat their lunch if they're in your building all day.

- Consider how students will be moved around your building and to various workshops and make sure you build this into your schedule.

- If students have the choice between workshops/activities, make sure you consider how they will choose – will it be on the day or in advance?

- If you are splitting groups of students across your building, notify the school/college about this so they can bring adequate staff for safeguarding purposes.

- Consider whether you want to gather feedback from the students and how you might do this.

- Send a final email with all details of activities and timings to the school/college at least a week before the event, ensuring they know key information about location, parking, arrivals etc.

Image: Students visit the Coronation Street set during a Discover! Creative Careers Week 2023 event with ITV

FAQs

Is there funding available for us to take part?

We are unable to offer funding for industry to take part in Discover! Creative Careers Month. The programme is an industry-led initiative that encourages employers from across the creative industries to reach out to their future talent pipeline to encourage them to consider creative careers. Because of this, we believe industry has a vested interest in investing time and resource into the programme, particularly during Discover! Creative Careers Month.

We acknowledge that smaller organisations and individuals who want to support the programme may face financial barriers, however there are flexible and low-commitment ways to get involved such as delivering a brief talk during an assembly, taking part in our virtual programme or promoting existing resources.

How do we find schools/colleges to take part?

Upload your activity to our Opportunity Finder so schools/colleges can discover your event. We also have advice on connecting with local schools and colleges on page 4.

How many young people should we host?

This is up to you. Previous Discover! events have ranged from a small group of 5 to a class size of 30 or even a whole year group. If you want to host a large group, you may need to work with multiple schools/colleges as it becomes difficult and expensive for them to transport large groups of students.

When should sessions run?

We encourage the activities to take place within the school day to allow for travel times, therefore around 10am - 2.30pm.

Will we be responsible for the students' safety while they are in our workspace?

Yes, in line with your health and safety and emergency policies. You will need to have current public liability insurance and provide an example risk assessment to visiting schools, see page 13.

What requirements do staff need to work with children and young people?

All students will be accompanied by school or college staff members who are DBS cleared. They are responsible for their students' safety and wellbeing and for ensuring the correct staff to pupil ratio. For safeguarding reasons, your staff should not be left alone with children.

Should we provide travel/lunch refreshments?

You are not expected to cover any travel costs. Schools/colleges should arrange for staff and students to bring their own packed lunch and refreshments; however you should ensure there is a safe space for them to sit during breaks and/or lunch.

Get in touch: discover@screenskills.com

Discover! Creative Careers Month 2025 campaign

Career opportunities in the creative industries are increasing daily with employment in the sector growing three times faster than the rest of the UK economy.

This growth shows no signs of slowing down, yet many young people and those that support their career choices aren't aware of the breadth of roles and vast areas of work available - we want to change that.

By celebrating your involvement in Discover! Creative Careers Month, you'll be demonstrating the sheer commitment to change the face of the creative industries and enable our world-leading industries to continue to thrive.

We would appreciate your support now to raise awareness of the programme and encourage more creative industry companies to get involved in Discover! Creative Careers Month 2025.

- **Download the Discover! Creative Careers Month 2025 Communications Toolkit**

Please note the above toolkit is approx. 27mb so may take a while to download, it contains several social media assets you can access directly from the deck.

Don't forget to tag us across your posts:

- **LinkedIn:** Discover Creative Careers
- **#discovercreativecareers**

Image: Students take part in technical theatre workshop at BOA Academy during Discover! Creative Careers Week 2023, photographer Victor Frankowski

DISCOVER!

creative careers

Find out more www.discovercreative.careers
Contact us discover@screenskills.com
Join us on LinkedIn Discover Creative Careers

Funded by
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