



BIRMINGHAM UNIVERSITY STUDY AND WORK ABROAD FAIR

Birmingham University Study and Work Abroad Fair

The experience of Birmingham University Study and Work Abroad Fair

by F&Y Consultant Ltd.

Upon arriving at Birmingham University, we were taken aback by the historical beauty of the architecture. Such as, the grand tower clock and huge water fountain statues amid the small city-like campus. This was met with modern twists to the buildings such as the street food style café and vast technological suites situated in each entrance. The students were very helpful in showing us around and the atmosphere was vibrant, fast and exciting. F&Y Consultant stand was situated on a stage, as if on show for the students, among many other companies offering experiences abroad. F&Y Consultant were in fact, the only employer on the stage offering a paid job; the others were for volunteering roles. It was extremely useful to get an insight into the other experiences on offer to graduates who wish to go abroad. In fact, one of the lecturers and other employers approached F&Y Consultant to inform us they too had taught in China after graduating! The stories shared were positive and it was clear they were re-living very happy memories. Once the students started to arrive in the hall, the pace picked up and we were ready for another busy day.

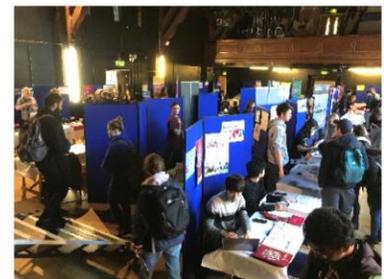
The students were very keen to know whether F&Y Consultant were offering a paid job or an internship. Once we were given the chance to explain how this was a job on offer, the students showed great interest.

Many of the students expressed the same concerns from previous University Fairs attended, one of these was the fact their degree subject was not English or education.

It was vital F&Y Consultant could get the point across that this was an offer to those who have a degree and an interest in teaching English, and of course, the point that this was an experience on offer to travel, indulge in a new culture and learn new and exciting life lessons many miles from home!

This was executed excellently, through our prepared conversation techniques, marketing materials and first-hand experience.

F&Y Consultant found that many students returned to talk some more, and in many cases had returned with friends.



Careers Fair Hall



Careers Fair Hall

Feedback from the students!

The feedback from the students was extremely positive and gave F&Y Cosnultant a very clear view on what graduates want when going abroad, an of course how wer make sure to egt this righ!

- "I feel confident knowing there are UK companies that will help with the transition of working abroad"
- "With accomodation provided, I could save up enough money to travel!"
- "I really want to look into this further once I graduate, thank you for promising to keep in touch once I do graduate"
- "I didn't know what to expect from this fair, I am positively impressed and feel so much more informed about my future"
- "I am interested in the Panda project too! This sis omething I have always wanted to do! I think it is great you can offer this to me for free before I start my contract in China!"
- "I thought I would need to speak Chinese to teach English in China, now I know this sint a requirement I will certainly look into it more"
- I really like your brochures and stands, I knew what you were offering when I spotted you from across the hall"
- "I like the sound of your career development programme, it is nice to know once I am in China you will still be looking out for me!"
- "I now have an expanded knowledge onw hat is on offer to me outside these University walls!"
- "I felt quite nervous graduating but I feel I could have fun and travel around China, yet still enhancing my CV"
- "The working hours sound great, I would have time to sight see and carry on my passion in hiking"



- "thank you for coming to this, I'm really excited to talk some more once my finals are over!"
- "I thought I would need a degree in English, its great to know I don't!"
- "I do actually want to go into teaching but I really want to travel first, this really suits me!"
- "my sister is teaching in China, I would love to join her when I graduate! I will certainly be in touch in 2018"
- "Where do I sign up, im really interested" (This in fact, we heard from many students approaching our stand)



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Stand set up and ready to go!



Careers Fair hall

FAST FACTS

68%

Students had thought about working abroad

42%

Students had not thought about working abroad and are now interested

Many students we spoke to expressed an interest in Studying abroad rather than working abroad. However, once the job role and benefits were outlined, many students expressed an interest in perhaps working instead, or perhaps both. Most students were unaware that a recent graduate could work abroad with little working experience. It was a pleasure to explain to these students that once they graduate and complete an online TEFL course, this amazing opportunity could be in reach! F&Y Consultant had also prepared leaflets explaining what TEFL is and

TEFL?

how to get TEFL certified, this was a further incentive to show the graduates that we could certainly 'walk the walk and talk the talk" F&Y Consultant has gained a great insight into the graduate domain while attending university recruitment fairs, along with some great knowledge of what graduates are expecting from future employment and their interest working abroad. It is clear many graduates see this opportunity as a chance to earn while they travel, and to gain not just career experience, yet life experience too!

It was certainly insightful seeing what other employers have on offer, especially those offering experiences abroad. However, it was clear to F&Y Consultant that we are a small minority offering graduates paid roles abroad. This has enabled F&Y Consultant to tailor the marketing strategy, look into future investments and make the right connections for success.

Since attending Birmingham University Careers Fair, F&Y Consultant has had the pleasure of adding many students from here onto the database; many of whom are for future references. Our promise to these students is to keep in touch regularly through social media, blogs and newsletters, keeping them up to date on vacancies and schools we have contracts with, along with exciting experiences they can expect to have in China.

One of these is the chance to volunteer for one week in a Panda reservation center, all accommodation and meals provided and the once in a lifetime chance to get up close and personal with these amazing creatures and really make a difference to their future

existence! This usually has a cost of £1000, however, F&Y Consultant can offer this amazing opportunity to all individuals signing a contract with us., free of charge.

The overall experience of Birmingham University careers fair was very positive and a great success! It was a fantastic way to learn what to expect and any improvements to make for our next recruitment fair. The staff and students were very accommodating and the overall flow of the careers fair ran smoothly, there was a constant stream, of people giving us the opportunity to engage with as many individuals as possible. This was a very valuable use of time to network, not only with students, yet other employers too. F&Y Consultant has now established a strong presence within the graduate domain and prides oneself on the service on offer to graduates; a paid teaching role with superb benefits and the once in a lifetime chance to travel to China! No catch, except you must enjoy yourself, take plenty of photos and videos and share your experience!



FOR MORE INFORMATION

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