



Reach Society

Building Connections



Patrons: Lord H. Ouseley, Prof. Sir G. Palmer, Prof. T. Williams, Ms M. Rollins OBE & J. Budu-Aggrey

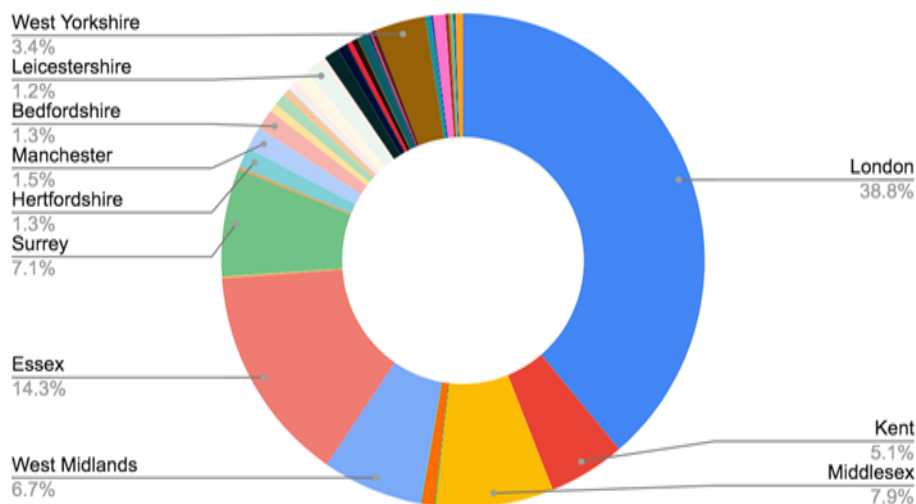
2021 Report of the 9th Careers Conference, A Virtual Event

In the first week of the Easter break, from 6 to 9 April, Reach Society showcased talent in the modern Black community at its 9th Careers Conference, which was also its first virtual event. The participants numbered roughly 2,000 young people aged 13 plus (and several parents and carers) which was a new record as it exceeded the previous figure of roughly 1700. However, this level of participation was estimated to be just 35 percent of the nominal 6,000 who registered for the event.

The event was the Society's first virtual Careers Conference, or VCC, owing to the ongoing impact of the novel coronavirus which forced the Society to redesign the annual inspirational event, and roll it out across four days instead of the usual one. The VCC was hosted via a Zoom platform that was managed by Proxy Media to ensure that the event was delivered in a trouble free manner. The Society is delighted to confirm that all 150 stakeholders, supporting the VCC, were successfully admitted to their breakout rooms and had smooth interactions with all attendees.

In addition, by using the Zoom platform for the VCC the Society, for the first time, was able to attract young people from across all four home nations; and also collaborate with local community groups in regions outside of London and the South East such as the North West, Yorkshire, East and West Midlands, Bedfordshire and Hampshire. See below the distribution of registrations for the Perfect 10 Workshops (which was typical of registrations for the entire VCC).

P10W - Registrations by region



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Each day of the VCC was different and distinctive. The first day (6th April) was dedicated to the Perfect 10 Workshops. All of these themed sessions were very well supported and participants found them highly impactful and informative.

The second day featured 27 groups drawn from 85 professionals. The wide range of professions on offer meant that participants could engage with high achievers, from their community, who worked in the private, public and third sectors and be inspired by them.

The third day was dedicated to the 30 employers comprised of large firms, high value universities and third sector groups. This mix of employers meant that participants could engage with places of higher education and employers on the same day. The list of participating employers may be viewed on the Society's News page; just click on this link - <https://www.reachsociety.com/latest-news/2021-virtual-careers-event-employers-messages/>

The Society also launched the Smart Health Project (which was sponsored by British telecommunication). It was inspired by the health issues highlighted via the Covid-19 effect on the modern Black community; and it was designed to help young people to understand that: "better long term health comes from better knowledge."

The fourth and final day was dedicated to just two sessions. In the morning, the 10 person STEMM team (experts in subjects such as biology, chemistry, physics, mathematics, medicine, veterinary science, pharmacy, artificial intelligence and information technology) engaged with scores of young people who were seeking to pursue careers based on these subjects.

In the afternoon, a Panel of Experts (comprised of 2 females and 6 males) addressed the issue of the attainment gap at aged 16, between young people in the modern Black community and their peers in the Chinese community (who consistently top the UK's young achievers list). The panel then gave hints and tips to the young people, and their parents, who asked many questions.

As the VCC drew to a close, the Society was once again pleased for the opportunity to engage virtually with young people who on this occasion were drawn from all across the UK. However, it noticed that the event did not have the wow factor which past face to face events had. It is hoped that the next inspirational event will once again be safe, impactful and face to face.

Dr Dwain A Neil OBE FRSA
Reach Society, Chairman (April 2021)

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