



ITT FUTURE YOU WALES 2025

ETHAN SCRIVEN

WHO AM I?

1 OF
6
**STUDENT
MANAGERS**

ROLE

- Theming & Branding Manager
- Host of Conference

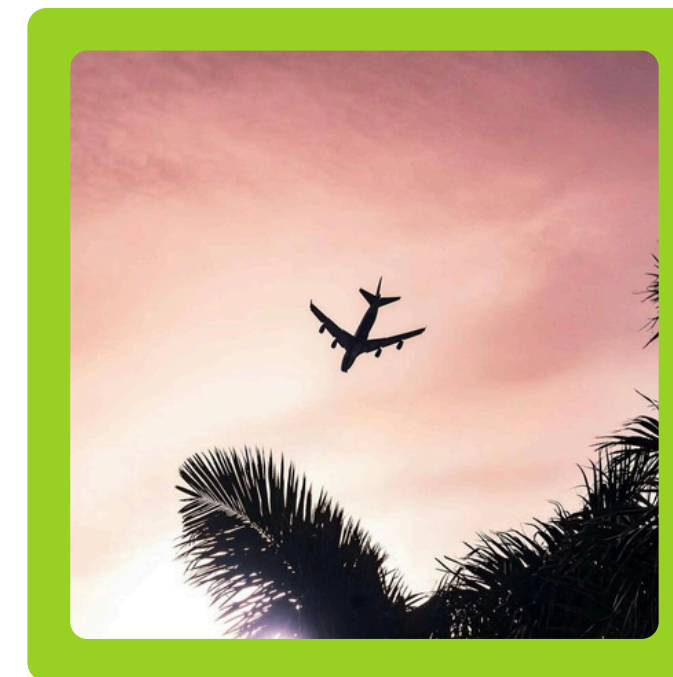
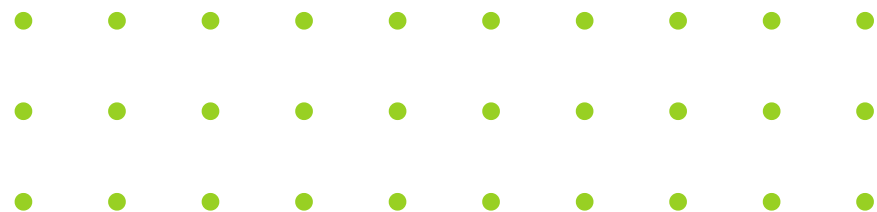


WHAT IS ITT FUTURE YOU?

A non-profit
INITIATIVE

To Inspire the
next generation

Act as a bridge between
the educational sector
and industry



ITT'S AIM

'To inspire students and graduates to pursue careers in aviation, travel, tourism and hospitality'

OBJECTIVES

Provide Inspiration

ITT organizes events where students and professionals can hear from industry leaders about successful career paths and receive practical career tips

Recognise talent

ITT celebrates promising talent in the industry to motivate new professionals and highlight career achievements

Launch Young Professionals

ITT invites young professionals to share their experiences, providing relatable role models for aspiring entrants

Promote Opportunities

ITT showcases diverse career opportunities within the industry to broaden students perspectives

OUR AIM

' To create an inspiring and memorable experience for attendees that introduces them to the dynamic world of travel, tourism and hospitality by connecting industry knowledge with unique, themed regional experiences and testimonials'

OBJECTIVES

Engage and Inspire

Foster excitement about careers in travel and tourism by offering a themed, interactive event that connects attendees with the latest industry insights and future trends

Showcase Regional Identity

Use Wales's culture, landscapes and hospitality to create a branded, immersive journey that makes the event feel like a 'tour' of career opportunities and local attractions

Develop Professional networks

Facilitate networking between students, graduates, and industry professionals to establish connections that encourage growth and knowledge sharing

Create lasting experiences

Incorporate theming and branding throughout the event journey (Pre arrival, onsite and post event) to create an experience that participants remember, discuss and associate with career aspirations and opportunities

Recognise and empower talent

Highlight young, talented professionals to serve as examples for students, motivating them to see themselves as future leaders in the industry

PERSONAL

AIM

To craft a cohesive theme and branding strategy to enhance the events appeal, to align with the unique aspects of Wales, and resonates with attendees, making the event both educational and visually compelling

OBJECTIVE

Develop and implement a consistent branding approach across all event touch points - including marketing materials, on site visuals, and digital content. To emphasise the theme and highlight career pathways within tourism and hospitality. Ensuring a seamless attendee experience that supports the events inspirational goals and leaves a lasting impression.



TARGET AUDIENCE

***STUDENTS
AND
GRADUATES***



***YOUNG
PROFESSIONALS***



***CAREER
ADVISORS AND
EDUCATORS***



WHEN....



STUDENT INDUSTRY CONFERENCE & EXPO

ADVENTURE AWAITS IN SWANSEA ARENA

ON 11TH FEBRUARY 2025

BOOK TICKETS HERE

ITTFUTUREYOU2025

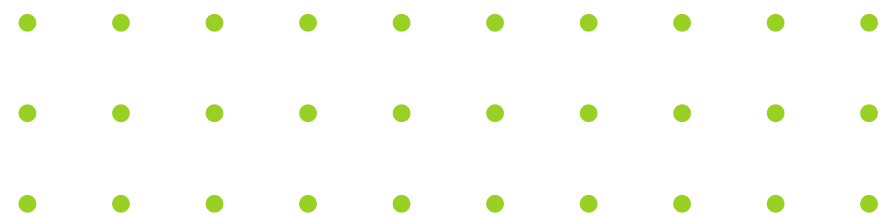




THEME

Central idea of the event

‘ADVENTURE AND TRAVEL’





CREATING AN IMMERSIVE ATMOSPHERE

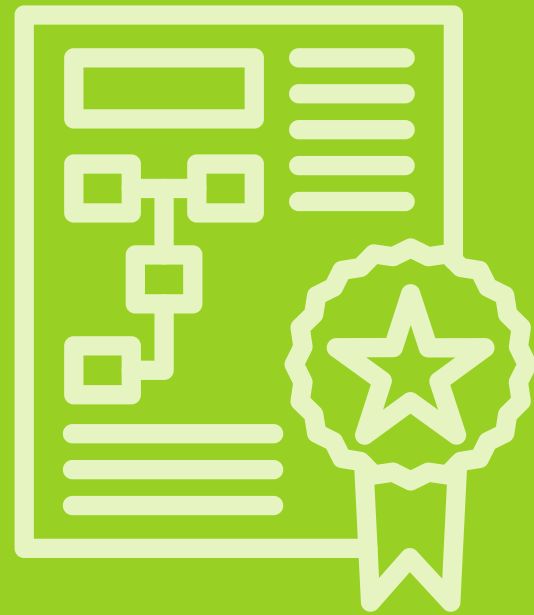
Transforming the venue into a mini-journey with themed parts representing different aspects of the industry. Using props, set designs and visuals to create designated “destinations” for networking areas and within the conference

SOUNDSCAPES AND LIGHTING

By using sounds of bustling airports, cities and landscapes along with the right lighting effects, we can enhance the atmosphere and bring the travel theme to life

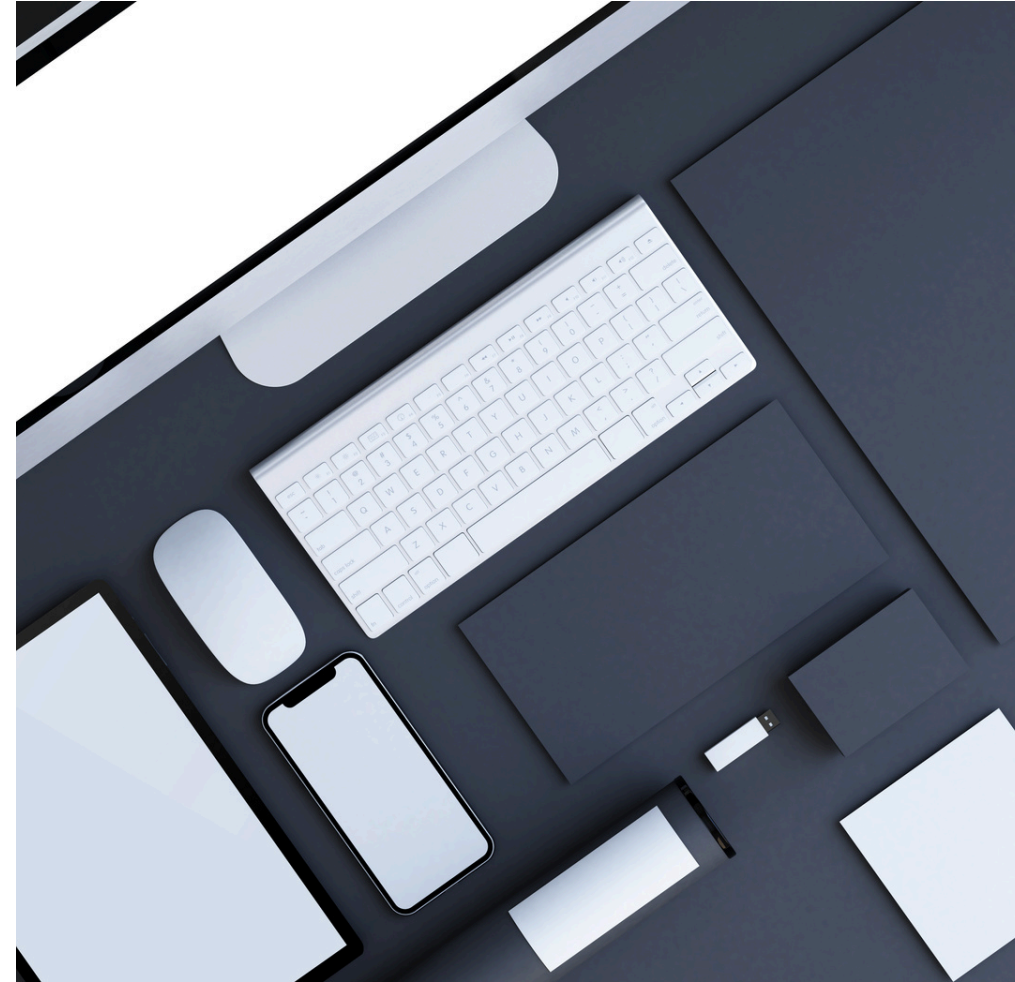
STORYTELLING AND NARRATIVES

Voice overs and introductions during the conference will narrate the attendees journey, guiding them like a travel itinerary that represents the career path they could follow



BRAND





Unique visual identity

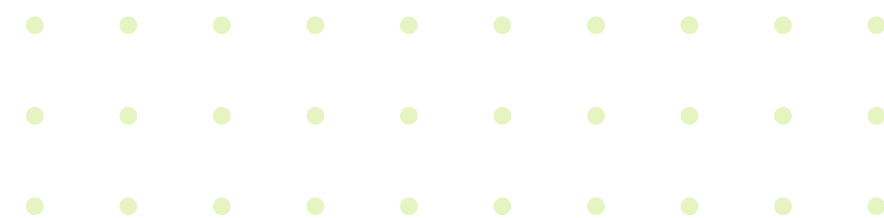
From colors inspired by natural landscapes (Greens and whites) to a logo that reflects both future and aligns with the adventure theme to boost sponsorship

Consistent brand guidelines

A well defined set of branding guidelines will cover logos, colors, font and tone. To ensure all materials be it flyers, signage and digital content convey a cohesive image

Personal connection to audience

By recongizing the attendees ambitions and highlighting stories of young professionals, the event will be relatable and impactful boosting attendance



INSTITUTE OF
Travel & Tourism

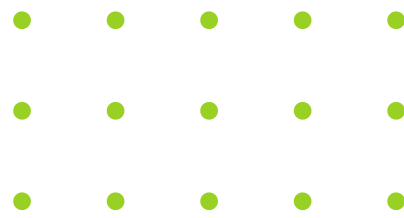
FUTURE YOU

**“ALL ABOARD WALES
AND BEYOND”**



CREATE A LASTING FIRST IMPRESSIONS

Entrance will feature welcome signage and introductory soundscapes, offering an initial boarding ticket to navigate through the experience. First impressions set expectations, so the entry will be visually striking, setting the mood for an unforgettable journey



SCOPE OF WORK

Includes developing brand identity (logo, colors, tone) visual theming, props, interactive session design, and multimedia (soundscapes and lighting)

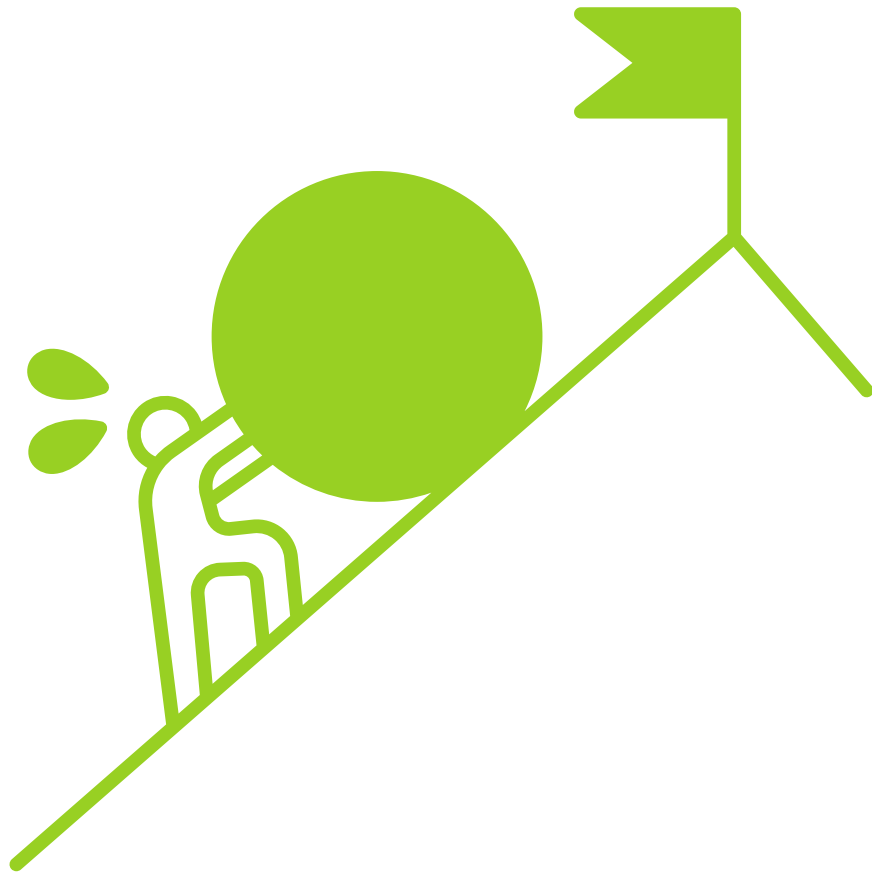
DELIVERABLES

Event branding materials, signage, promotional content, themed decor, event itinerary, attendee experience feedback plan

BOUNDARIES

Focuses on on-site experience and digital promotional content, excluding post event follow up activities beyond feedback collection

FEASIBILITY AND CHALLENGES



We have the creative vision, industry partnerships and venue space to bring this event to life. However we do need to consider budget and resource constraints. Ensuring cost effectiveness while delivering a high quality experience is a priority



BUDGET CONSTRAINTS

Very limited budget could impact decor, multimedia equipment or branding materials

RESOURCE AVAILABILITY

Limited access to certain AV or theming materials may require creative adaptations

TIME CONSTRAINTS

Careful scheduling to ensure all branding, marketing, and setup tasks are completed on time

WHY THIS EVENT MATTERS

I am passionate about this event because it's not just an experience—it's an inspiration for the next generation. By offering a unique, well-branded, and immersive event, we can encourage students to see travel and tourism as a career with endless possibilities. This event will be more than a single experience; it will create a legacy and could become an annual, highly anticipated event for aspiring professionals.

UNIQUE AND IMPACTFUL

This event brings something new by combining immersive theming with career exploration, unlike standard career fairs. With thoughtful branding and an engaging narrative, we'll not only inform but also inspire and create connections, making this a truly transformative experience.



SUSTAINABILITY AND LEGACY

The aim is to develop a repeatable event model that can evolve each year, adapting to the changing interests and dynamics of the travel industry and leaving an impact that builds with each successive event. This approach ensures continuity, relevance, and the opportunity for long-term relationships with industry partners and sponsors.

WHAT AM I GOING TO BE FOCUSING ON MONTH BY MONTH?

December – Research, planning, concept approval and branding material development

Early January – Finalize branding assets, vendor coordination and marketing support

Mid to late January – Create themed decor and layout, AV setup planning and run through

Early February – Event prep, financial check and venue setup

February 11th Event day – On site support and hosting



(Canva Image)



THANK YOU

Do you have any question?



BIBLIOGRAPHY

Darryl Worsham (2017) Non-Profit initiatives : A win-win for business and community. Available at: <https://www.growthaccelerationpartners.com/blog/non-profit-initiatives-win-business-community>

ittfutureyou (ND) Careers Resources. Available at: <https://www.ittfutureyou.com/#:~:text=The%20ITT%20Future%20You%20initiative%20was%20created%20by%20industry%2C%20to,the%20education%20sector%20and%20industry>

ittfutureyou (ND) Conference. Available at: <https://www.ittfutureyou.com/#:~:text=The%20ITT%20Future%20You%20initiative,may%20never%20thought%20were%20possible>.

Spurcreative (2022) The Importance of Event Theming. Available at: <https://www.spurcreative.co.uk/blog/the-importance-of-event-theming>

Jenna Alburger (2023) Event Branding: How it boosts attendance and sponsorships. Available at: <https://www.outliercreative.com/blog/event-branding-101>

Emily Hooton (2020) Why Theme & Styling are so important at your event. Available at: <https://www.penguins.co.uk/blog/why-theme-styling-are-so-important-at-your-event>

Colin Gilchrist (2024) Mastering the art of branding & theming in event planning. Available at: <https://purvismarquees.co.uk/mastering-the-art-of-branding-theming-in-event-planning>

Image Links

ITT Future you logo - <https://www.ucb.ac.uk/about-us/news/post-covid-travel-tourism-and-hospitality-careers-top-conference-agenda/>

Swansea Arena logo - <https://www.swansea-arena.co.uk/about>

UWTSD logo - <https://myday.collabco.com/resources/university-of-wales-trinity-saint-david/>

ABTA logo - <https://www.abta.com/>

Institute of Hospitality logo - <https://www.instituteofhospitality.org/>