



ITT Future You Wales 2026

Introducing Myself

Key Role -Recruitment, Website & Technology Manager

Extra Roles - Assistance in Marketing,
Sponsorships & Branding

Professional
Background

- Bartender
- Events Manager
- Event's Volunteer

About ITT Future You

Volunteer Led Initiative

ITT Future You, Wales The Gateway To The World

A Chance To Build Skills, Connect Opportunities and Go Into Industry With Confidence

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ITT Future You Aims & Initiatives



To inspire students and graduates to pursue careers in their chosen sector

Facilitate interactive workshops such as CV writing, interview preparation to equip student with practical career tools

Recruiting inspiring industry professionals to deliver engaging keynote speech's



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ITT Future You Our Objective's In Line

We're here to motivate and inspire, empowering every attendee to uncover their potential and explore exciting opportunities in their chosen industry.

Measurable Achievable Objectives

Recognise Wales as a launchpad for world class talent and innovation

Specific: Foster Collaboration Network's, Connecting Universities, Startup's and Global Partnerships

Measurable: Attendee Numbers, Partnership Success

Timeframe: 4-5 Months

Broadening ITT by motivating attendees to explore future potential through their chosen sectors

Specific: Build partnerships with key sectors

Measurable: 10 formal partnerships established

Timeframe: 4-5 Month's

Through interactive workshops, insightful panels, and practical resources, turn inspiration into action and move toward their future goals

Specific: Encourage follow-up action

Measurable: 60% of participants report taking a tangible action

Timeframe: 4-5 Months

Target Demographic

Students &
Graduate's
Across All
Sectors



Industry Experts
& Inspiring
Keynote
Speakers



Young
Professional
Talent



Recruitment, Tech & Website Management

► My Specific Role



Personal Targets

My Aim - Recruit students from various colleges and universities, industry professionals, and graduates to support ITT's core vision. I also manage participant engagement before and during ITT through interactive presentations, eye-catching materials, and a dedicated pre-experience website.

Overall Target - Create a network between other course's, Lecturers and industry experts and be a main point of contact to encourage attendance to ITT and create success for the event. Along side story telling through created Website's, PowerPoints and Social media. Effective story telling holds the power to transform passive attendee's into engaged participants (Rani M, 2023)



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ITT Future You Website



Drive Pre-Experience Wow Factor - A website within event experience's is always the first experience of potential attendees. First impressions must grab the user's attention immediately

Bright Colours & Eye-Catching Visuals - Using green and white colour scheme's following ITT theme. Average time spent on event website's is 2 minutes 17 seconds (Taiwo). A website that engages quickly has a lower bounce rate and retains attention

Information & Booking Incentives - Providing clear detail about the what the event is about, why people should attend and a clear booking path is essential to increasing conversions. Well structured and clear website reduces confusion and portrays the event as credible

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Technology Use During The Event

Immersive PowerPoints - Producing engaging presentations that are informative of student and keynote speaker experiences. Encourage audience participation and enforce ITT's key theme

Pre Recorded Video's - Put together pre recorded videos of student and key-note speaker experiences to immerse the audience and bring the industry experiences to life on the big screen



Robot's and Artificial Intelligence - Use robot's and AI during the conference and keynote to showcase the importance of innovative technology and reinforce the future trends of the industry



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Why This Is Important

Memorable Experiences - The use of immersive technology provides empowers and creates lasting memories going beyond regular teaching. Through hands on workshops to being inspired by key-note speakers technology use helps provide foundation for future leaders

Publicity & Brand Identity
- Strengthen's UWTSD's brand by reinforcing the university's commitment to excellence in education and employability.
Increasing their reach to other students and industry professionals creating more meaningful connections

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Resources and Tool's



Human Resource's - **Pre event human resources** such as Marketing and Communication Assistants, Student Brand Ambassadors. **During event human resources** such as on the day tech assistants and student volunteer's



Technological Resource's - Utilising email clients and contact software such as **Outlook and Gmail**. As well as presentation and content creators such as **PowerPoint and Social Media** to extend reach



Financial Resource's - Aim to not rely on financial resources, Focus on using free applications to create content and reach the targeted demographic. However, website production and more advanced applications may require funding



Feasibility Challenges

- The Success Of ITT relies on effective collaboration with industry experts, future leaders, and local businesses across Swansea, while engaging students through an immersive Future You Event. Achieving these goals, however, brings certain challenges.

Communication Gaps

Communication between course's may be limited at times. Leading to confusion in the participation of other university courses

Time Constraints

Only having 5 months to prepare for ITT and recruit everyone we need may result in missing some key demographics we need

Limited Resources

In the making of websites and promotional content, Feature's may cost money in which we don't have the budget

Interest & Relevance

Having many varying interests of a diverse audience may provide challenges to engage with all of them

Personal Timeline

November - Researching, Reaching out and recruiting other course's, sponsorships and keynote speakers. Along with the production of the ITT Website

December - Start working with recruited keynote speakers and students to increase bookings, Produce immersive and interactive content to widen reach and interest

January - Continue and finalise all recruitment of colleges, other university courses and keynote speakers. Start to plan and test audio visuals

February - Assist in the marketing and planning of the conference, coordinate the scheduling of keynote presentations, and oversee the completion and delivery of final presentation materials.

March - Oversee the successful delivery of the ITT event, ensuring smooth operations throughout the conference and keynote sessions. Manage logistics, support speakers, and collect and engage with audience feedback to evaluate event effectiveness and improve future planning

**Thank You For
Listening!
Any Questions?**

References

Works Cited

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