



Celebrity host

- Comedian Tim Smith, from commercial radio 3MMM's 'Deadset Legends' program

Publicity

- Flyer. Pop-up on IELLEN website
- 5 Real estate billboards donated by Hocking Stuart, displayed in Boroondarah, Stonnington & Port Phillip
- Posters – displayed in IELLEN window, High St Malvern & Prarhan, libraries
- Letter explaining the event 'an Expo with a difference' distributed to agencies, school staff etc (hard copy and also email distribution lists)
- School visits – Packs (as available at the event) taken to the following schools (IELLEN staff visited individual class rooms with Careers teachers and addressed students):
 - Caulfield Park Community College
 - Hawthorn Secondary College
 - Swinburne TAFE, Hawthorn: CGEA group, VCAL Intermediate, VCAL Senior
 - Albert Park College
 - Elwood Secondary College
- Info sheet for students to go with flyer – hardcopy mail out
- Advertising:
 - S-Press – Careers Focus feature
 - Progress & Stonnington LEADER Newspapers
 - SYN-FM Radio ad (11 x 30sec)
- Outside publicity:
 - Article in Port Phillip Leader
 - Community Notice - 3WBC-FM

Panel

- Young people representing 6 Pathways: Electrical, VCAL, Beauty Therapy, Acting, Automotive, Hairdressing, Multimedia

Exhibitors (& specialised pathway areas represented)

Centrelink

Swinburne TAFE

Electrical
Hospitality
Childcare & Community Services
VCAL & Youth Programs
VCE, Liberal Arts, Further Ed.

William Angliss

Hospitality

KANGAN TAFE

Sport & Recreation
Massage
Automotive

General Motors Holden

Automotive

Box Hill TAFE

Media, Design & Arts
Multimedia

Headmasters

Hair
Beauty

RMIT TAFE

Fashion
Business
Plumbing

MEGT

Group Training Company

Apprenticeships
Traineeships

Melbourne School of Sport & Recreation Management

Sport & Recreation

Holmesglen TAFE

Plumbing / Aircon elec.
Building & Carpentry
Careers info

Victoria University TAFE

VCE, Liberal Arts
Preparatory Programs

Electrical Trades Union

Electrical

Inner Melbourne

VET Cluster

Vocational Education & Training
VET in VCE
VET in VCAL

Incolink

Building & Construction

Video recording

- Adam Whitbread, Blue Skys Media – 2 digital cameras. DVD production: complete event; and a brief highlights promotional piece

Attendance

- Over 100

Evaluation forms

How did you hear about the Expo?				
Billboard	Magazine ad	Flyer mail out	Through School	Other
3.6%	3.6%	21.4%	35.7%	21.4%

What was the best thing about the Expo?	
The panel / the personal stories / the young people	45%
The TAFEs / the info / the exhibitors	33%
Tim Smith	11%
Combination of the above	11%

How would you rate the expo?				
1	2	3	4	5
-	-	4.5%	36.4%	59.1%

