Library and Careers on Location at University of Bradford

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Hard to reach?
Resources, people and promotions
Inspiration!
Getting started... 2012
Location and timing...

20 mins

45 mins

1 hour
Careers “on location” next to self-issue machines in library
Spot the difference..

Another student wanting a free pen...

Have you got a job?

Proactive promotion...
Questions...

Do you know who this is?

What are you studying?
Developing the quiz...
Collaboration

“It has raised our profile with students and staff. Having 'games' and freebies to engage students has certainly helped to start the conversation. The added bonus is to work with and get to know colleagues from another department which can only help cross-referral”

(Head of Marketing for Careers Service 2015)
Conclusion

Any questions?