

The background is a solid teal color. It features several white geometric shapes: a large triangle in the top left, a rectangle in the top right, and a large square in the center. Scattered throughout the background are various white line-art icons related to education and school, including a pencil, paperclip, calendar, book, graduation cap, ruler, compass, and clock. There are also small white plus signs and circles.

Making Employer Encounters Meaningful in Primary Schools

A practical guide for
careers leaders and teachers

Planning and Organisation

Start Early

- ## Identify the Right Employer

- ## Confirm the Details

- ## Safeguarding and Logistics

- ## Communicate with Staff

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Before the Encounter

1	Clarify the Purpose • Define what pupils should learn or experience. • Link to curriculum areas, skill development, and school priorities.
2	Prepare the Employer • Share pupil background information: age, interests, needs, and what they're learning. • Offer a simple structure: who they are, what they do, and what skills they use. • Encourage use of props, stories, and real-life examples or practical activities.
3	Prepare the Pupils • Introduce the employer's job and industry. • Use curiosity-building activities (e.g. "Guess the Job" clues). • Support pupils to prepare thoughtful questions.
4	Empower Other Staff (for Careers Leaders) • Provide a simple planning template and checklist. • Offer to co-deliver the first session with them. • Share examples of successful encounters to build confidence.



During the Encounter

1	Set the Scene • Create a welcoming space with a “Careers Visitor” sign or display. • Prepare any resources or presentations ready for the encounter. • Assign pupil roles (e.g. greeter, note-taker, photographer)
2	Make it Interactive • Encourage hands-on activities or demonstrations. • Use visuals, real tools, or role-play where possible. • Ensure there is time for pupils to ask questions and reflect .
3	Reinforce Key Messages • Highlight transferable skills (e.g. teamwork, communication). • Make links to school subjects and real-world applications. • Highlight pathways or ‘career journeys’.



After the Encounter

1	Reflect and Celebrate • Use simple tools like “3 things I learned” or “My favourite moment”. • Display pupil reflections, photos, or quotes in a careers display, floor book or newsletter. • Share highlights in a school assembly or class presentation.
2	Share Learning with Parents & Carers • Send a short summary home via newsletter, email, or platforms like Class Dojo/Seesaw: — Who visited and what their job is. — What pupils learned or enjoyed. — A quote or photo (with permissions). • Include conversation starters to encourage discussion at home: — “What surprised you about today’s visitor?” — “What job would you like to try for a day?” • Share local context: — Brief info about the sector or employer. — Pathways into the role (e.g. apprenticeships, college, university). — Links to local events, open days, or employer websites. • Invite parent involvement: — Ask if they’d like to talk about their job. — Encourage them to suggest contacts or opportunities.
3	Extend the Learning • Link the encounter to follow-up lessons or projects. • Encourage pupils to research more about the job or industry. • Use the encounter as a springboard for writing, art, or STEM activities.
4	Gather Feedback • Ask pupils what they enjoyed and what they’re curious about now. • Ask the employer what worked well and how it could be improved (see example evaluation). • Use feedback to refine future encounters.
5	Share and Empower • Encourage teachers to share their experiences with colleagues. • Add the employer to a shared contact list or careers database. • Create a simple “How-To” sheet or slide deck to help others replicate the model.