

# **YOUR CONTRIBUTION TO WTF?**

## **ACTIVATOR & SPONSOR INSPIRATION**

### **LET'S TALK ABOUT ACTIVATIONS!**

We're getting excited for What the Future? and we can't wait to see what you'll bring to the table. And we're not necessarily talking about the trusty trestle table!

Remember, this isn't just any event – it's a chance to connect with hundreds of young people keen on discovery. Whether it's a job now, a career pathway, an apprenticeship, or just a spark of inspiration, you play a pivotal role.

### **FIRST LET'S TALK ABOUT YOU**

- You understand that every young person has strengths, skills, passion and curiosity – they're all a source of great potential.
- You want to know and understand young people, learning their needs so they can succeed in your industry or workplace.
- You're engaged and committed – you might already be active as a diverse and inclusive workplace, or you're motivated to become one.
- You could have employees with lived experience of disadvantage (we strongly encourage you to involve them as their stories are inspirational and engaging).
- You could be on the hunt for new people to join your ranks. *WTF?* will introduce you to hundreds of potential candidates.
- You see the leadership, social purpose and community opportunity that *WTF?* represents.

### **WHAT'S YOUR OFFER?**

It could be:

- immediate job opportunities or future career prospects
- work experience, paid trials, mentoring, or skill-sharing experiences.
- apprenticeships or training opportunities

## MAKE YOUR ACTIVATION POP

Get creative and think outside the box. Your Activation should be a fun, engaging, and enlightening experience. Here are some ideas:

**A day in the life:** Creative activities that mirror your everyday work – let attendees have a taste of your world and learn by doing.

**CV worthy experiences:** Offer 'micro work-experience' opportunities that attendees can book in advance of the Festival.

**Career insights:** Be personal with staff unafraid to share their passion for their job. Set up engaging displays or activities to reflect their very own career highlights.

**Tech showcase:** Bring all your cool tech gadgets along and let the attendees experience the future of work through your work.

**Tech showcase to the max:** Do you use cutting edge VR or AI? What about drones? Can we deliver lunch orders via drone? Could we build a WTF? metaverse that attendees contribute to and where you advertise your offerings?

**Fun factor:** Who's got the coolest job? Who has the most fun? Bring that excitement along. What about humorous debate between two employees who know their job's the best.

**Blast from the past:** Compare how things were done historically versus modern methods, bring working examples and let attendees draw their own conclusions.

**Change makers:** Showcase how your company is making a difference in the world.

**Casual chats:** Simple activities like table tennis or shooting hoops can be great conversation starters.

**Entertain the crowd:** Got a hidden talent in your team? A magician, a singer, a comedian or someone else with the skills to be a roving Activator? They could bring a crowd to your 'bricks and mortar' activation.

**Engaging talks:** Consider hosting a panel discussion, or suggesting a panel topic or offering a speaker to share your compelling stories.

**Job interview opportunities:** If you've got jobs, we've got interview rooms! We can even set up online pre-booking for you. Offering mock interviews or help with CVs tailored to your work is another great way to make positive connections.

**Offer free stuff:** Let's face it, merch makes the festival world turn on its axis.



## INSPO FROM *WTF?* 2022

Our 2022 Activators set a high bar! Here's just a few Activations that delighted and inspired:

**Primary industries:** Virtual reality prawn fishing, with screens of made a real splash!

**Marketing and communications:** Citymag's build-your-own magazine was a hit.

**Hospitality:** Coffee making with lucky draws to win a barista course – because who doesn't love coffee?

**Construction:** Giant Jenga – a brick by brick approach to fun, plus prizes!

**Panel highlight:** Lawson, a First Nations graphic designer, shared his journey to a career as a designer and artist.

**Adelaide legal:** Roleplay scenarios got people into character as legal eagles – courtroom dramas are always compelling viewing.

**Surveying:** An imaginary road setup with a fly-through laser scan plus a guess the distance competition, proof that learning can be fun.

**Energy sector:** Get behind the wheel of a Tesla and learn about the car, the grid or innovation in the industry.

**Podcasting:** Host or be interviewed on a show called 'What's Your Voyage?' – attendees loved sharing their stories.

**Video production:** Be a producer, director, editor, or cinematographer for the day and try green screens, cameras and lights.

## NOW IT'S YOUR TURN TO SHINE

Your Activation goes beyond just a booth or an activity; it's a significant interaction, a potential job; the ignition of a career passion. It could mark the start of a lifelong journey for a young person.

This is your opportunity to demonstrate your organisation's leadership and commitment to social values. Your participation plays a key role in driving the transformative impact at the very heart of *What the Future?*

We're counting on you to help shape the future – one young person at a time. So, think big. Get creative. And most importantly, have fun with it! Can't wait to work with you on *WTF?* 2024!