

**2020 NOVEMBER**

# **EMPLOYABILITY MONTH**

**Empowering employees,  
job-seekers, graduates and  
HR professionals to enhance  
their employability and  
access effective  
recruitment in China.**

**SPONSORSHIP  
OPPORTUNITIES**



**BRITISH  
CHAMBER OF  
COMMERCE  
IN CHINA**

中 国 英 国 商 会

A high-value package of events and diverse benefits to promote employability and effective recruitment for all parts of the workforce in China – from interns and graduates to experienced professionals – with a strong focus on British businesses operating in China and on graduates and alumni of UK universities.



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# ABOUT EMPLOYABILITY MONTH

**This November, the British Chamber of Commerce is launching an exciting new initiative on the theme of employability.**

Employability Month will bring together:

- Employees, leaders and recruitment professionals from British businesses in China
- Experts on the employment market, employability and recruitment in China
- Top UK Universities, their recent graduates & alumni, and their careers professionals
- Businesses seeking to recruit new talent
- School communities (including careers councillors, teachers and students)

for four weeks of learning and professional development; helping to empower students, energise member companies, boost UK universities and raise the expertise of HR professionals and leaders across all sectors.



# WHAT TO EXPECT FROM EMPLOYABILITY MONTH

Throughout the month there will be a range of events and activities designed to empower individuals, employers, universities and graduates in the Chinese employment market. Events will be held at venues across Beijing, including at the British Chamber of Commerce in China's base at Hotel Jen, with online access also available for many sessions.

## HEADLINE EVENTS

### Employability Month Event Launch

The launch event will bring together all participating companies, partner organisations and universities for an entertaining and informative evening with high-profile keynote speakers (names to be announced nearer the date) and centrepiece attractions, together with socialising and networking. This will be an eventful start to the month!

MON.

2<sup>nd</sup>

### Professional Journeys Event Series

A series of workshops over the course of the month during which highly successful professionals from a range of sectors offer insights and advice from their own career histories, including their experiences of working in China. Events will be held in front of a live audience in Beijing and complemented by online sessions with the same speakers for those unable to attend in person.

TUES.

3<sup>rd</sup>  
10<sup>TH</sup>  
17<sup>TH</sup>

### UK University Alumni Quiz

The Alumni Quiz will integrate hundreds of alumni from participating universities, providing the opportunity for them to interact and network while also participating in a large quiz. This event will include engaging speakers, rounds run by a range of different organisations, and a percentage of the proceeds will go to alumni associations and the charities they support.

SAT.

14<sup>th</sup>

### British Chamber of Commerce in China Jobs Fair 2020

The 2020 BritCham jobs fair is aimed primarily at linking our member companies in China and major recruitment platforms with fresh new talent emerging from prestigious UK universities, as well as with more experienced professionals from within the university alumni network seeking new opportunities. The day will start with a short school's session, giving students a chance to learn more about future career paths and recruitment processes, before the serious business of the day gets underway with companies connecting to a pool of talented potential recruits for open vacancies, graduate training programmes and internships. The event will also feature keynote speakers, employability coaching and information on postgraduate opportunities from participating universities.

SAT.

28<sup>th</sup>

## OTHER ACTIVITIES

### Professional Development Workshops

Three different professional development sessions for UK University Representatives, HR Professionals and Careers Counsellors in schools and universities. These workshops will be organised by China Higher Education, The Hutong and Venture Education respectively and will be followed by networking events for participating professionals

FRI.

13<sup>th</sup>  
20<sup>th</sup>  
27<sup>th</sup>

### Sector-Specific Industry Events

The British Chamber's forums will host a series of engaging events and workshops throughout the month, offering attendees specialised insights into employability and recruitment across a range of different sectors and interests. This will include industry sectors as diverse as finance, legal and food & beverage, plus cross-cutting business topics such as diversity and SMEs & Entrepreneurship.

MON &  
WED

4<sup>th</sup>, 9<sup>th</sup>  
11<sup>th</sup>, 16<sup>th</sup>  
18<sup>th</sup>, 23<sup>rd</sup>,  
25<sup>th</sup>

### YPDP Alumni Events

Two-years'-worth of alumni from the British Chamber's prestigious annual Young Professionals' Development Programme (YPDP) will join with the 2020 cohort to reunite, make new connections, and share developments and experiences.

THURS.

5<sup>th</sup>

### Young Professionals' Workshops & Social Events

Top companies and successful professionals will deliver practical workshops on employability, offering career development advice and practical skills-training to university alumni and young professionals. This will be followed by time for networking.

THURS.

12<sup>TH</sup>  
19<sup>TH</sup>  
26<sup>TH</sup>

### Schools & Careers

Member schools will organise their own engaging workshops for students, parents and teachers about the labour market, careers and employability. Some participating schools will benefit from the guidance and support of Morrisby in running these workshops; all member schools will be provided with a comprehensive pack, equipping them to run successful events.

TUES.

3<sup>RD</sup>  
10<sup>TH</sup>  
17<sup>TH</sup>

### Closing Dinner

The sumptuous closing dinner will bring together all participating companies, partner organisations, universities and volunteers at a top Beijing venue to celebrate a successful Employability Month.

SAT.

28<sup>TH</sup>



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# HOW CAN YOU SUPPORT?

## SPONSORSHIP OPTIONS

Primary Headline Sponsor

**250,000 RMB**

Secondary Headline Sponsors

**100,000 RMB**

Series Sponsors

**15,000 RMB**

Event Main Sponsors

**5,000 RMB**

Event Logo Sponsors

**2,000 RMB**



# PRIMARY HEADLINE SPONSOR

**¥ 250,000**

**The Primary Headline Sponsor will be the overall sponsor of Employability Month and will make substantial contributions to the success of the entire month. This sponsorship opportunity will place your company at the forefront of this exciting new project and comes with a diverse range of high-value benefits.**

## BENEFITS:

- + Entire month of 30+ events to be branded as, “Employability Month – British Chamber of Commerce in China in association with....”
- + Prominent branding throughout the year, including all promotional materials before and during the month, at all 30+ events, during media engagement, and post-programme materials. This is expected to reach thousands of participants in China and beyond.
- + Keynote speech at the event launch and the closing dinner, which is expected to host up to 200 people.
- + Complimentary tickets to all events during the month.
- + A complimentary corporate table (8 guests) at BritCham’s Christmas Party, December 2020, (valued at 10,000 RMB).
- + Complimentary participation for 2 staff members in BritCham’s Young Professionals’ Development Programme from September to December 2020 – a series of workshops and mentoring events with industry leaders, suitable for ages 21-34 (valued at 11,000 RMB for 2).
- + A free booth at the BCCC Jobs Fair on 28th November.

For further information on YPDP please visit our [website](#).



# SECONDARY HEADLINE SPONSORS

**¥ 100,000 RMB**

**Secondary Headline Sponsors will be overall sponsors of Employability Month and will contribute towards the running of events and activities throughout the month. This sponsorship opportunity is open to two companies and comes with a range of high-value benefits.**

## **BENEFITS:**

- +** Second-tier branding (below headline sponsor) throughout the whole month, including all promotion materials before, during and after the month, and at all events.
- +** Prominent branding at the event launch and the closing dinner, as well as on all branding throughout the month.
- +** Complimentary tickets to all events during the month.
- +** The opportunity to make a brief speech at the Event Launch and Closing Dinner, which are expected to host up to 200 people.
- +** A free booth at the BCCC Jobs Fair on 28th November.





# SERIES SPONSORS

**¥ 15,000 RMB**

Series sponsors will be the title sponsor for a series of 4+ events throughout the month. This opportunity is open to one sponsor for each of the three series and will contribute towards the successful running of each series throughout the month. You can choose from one of the following event series:

- Professional Journeys Event Series
- Sector-Specific Industry Events
- Careers Professionals and Alumni Events

## BENEFITS:

- + Branding during all events in the series, and on promotional materials for those events.
- + Branding at the launch event and the closing dinner.
- + Series to be branded as, "This series is sponsored by..."
- + A free booth at the BCCC Jobs Fair on 28th November.





# EVENT MAIN SPONSORS

**¥ 5,000 RMB**

**Event Main Sponsors will be title sponsors for one event of their choice during the month. There will be one sponsor per event and your contribution will help make this event as impactful as possible for all participants.**

## **BENEFITS:**

- +** Event to be branded as, “This event is sponsored by...”
- +** Branding during promotion of the event.
- +** A free booth at the BCCC Jobs Fair on 28th November.



# EVENT LOGO SPONSORS

**¥ 2,000 RMB**

**As an Event Logo Sponsor, you will have your company logos and branding on display during an event of your choice. There is no limit on the number of sponsors for each event, making this an accessible and effective way of raising brand awareness amongst participants of Employability Month.**

## **BENEFITS:**

- +** Display of company logo/branding during one event of your choice and during promotion of the event, helping to raise brand awareness.
- +** A free booth at the BCCC Jobs Fair on 28th November.



# WHO'S INVOLVED?

ADD **YOUR COMPANY** TO THIS  
GROWING LIST AND BE PART  
OF **EMPLOYABILITY MONTH!**

## PARTICIPATING ORGANISATIONS:



## CONTINGENCY PLANS

We have developed a contingency plan in case Employability Month is affected by new outbreaks of coronavirus or any other external factors. Depending on the severity of any arising issues, we have options to move some or all events online, or to move all events to a later month. In either case, your sponsorship support will be fully honoured with appropriate adjustments to match changes in the events schedule.



# CONTACT US

To sponsor Employability Month or to find out more, please contact us at:

**MEMBERSHIP@BRITISHCHAMBER.CN**

