

THE BRIDGE OF CAREERS

TUE 2
MAR



DERBY

CAREERS EXPO 2027

POWERED BY



EXHIBITOR SPONSORSHIP & PARTNERSHIP



TAKING PLACE DURING NATIONAL CAREERS WEEK 2027

A national careers expo connecting technical, corporate, STEM and creative industries - helping visitors see how skills transfer between manufacturing, logistics, engineering, media, theatre, radio, music, technology and live events.



**THE MESSAGE IS SIMPLE:
CAREER PATHS DO NOT HAVE TO
STAY IN ONE LANE. CREATIVE AND
TECHNICAL WORLDS
ARE CONNECTED - AND THIS EXPO
HELPS PEOPLE DISCOVER THE
BRIDGE BETWEEN THEM.**

WHY WE ARE INVITING YOU

We are inviting employers, training providers, universities, creative organisations, STEM businesses, apprenticeship providers and support services to be part of an event that combines inspiration with practical routes into employment, training and career progression.

**TUE2
MAR**

EXPO: 12:30PM - 5PM
EVENT: 7.30PM - 11PM

KEY INFORMATION



DAYTIME EXPO

500-900

visitors expected across the day



EVENING EVENT

3,000+

expected for a charged live orchestra show with a mainstream act



STALLS

up to 50

exhibitor spaces



CAREERSEXPOUK.COM

WHO THE EXPO IS FOR AND WHY IT MATTERS?

Careers Expo 2027 is designed for people who are making decisions about their future, changing direction, looking for work, entering the graduate market or exploring careers they may not have previously considered.

WHO WE WANT TO REACH

- Final-year university students and graduates seeking their next step.
- School leavers, college students and young people exploring career routes.
- NEET audiences - people not currently in education, employment or training.
- Jobseekers, career changers and adults looking to retrain or progress.
- Parents and guardians who influence career conversations and decisions.
- Visitors from Derby, the East Midlands and major university cities across England, including Manchester, Birmingham and London.



THE BRIDGE OF CAREERS

The expo exists to challenge the idea that creative and technical careers sit in separate worlds. A theatre production needs engineers, lighting technicians, sound specialists, fabricators, digital media teams, project managers and logistics support. Manufacturing, engineering and corporate organisations also need creative thinkers, communicators, designers, marketers, storytellers and problem-solvers.

TONE OF THE EVENT

Friendly, accessible and youth-aware, while remaining credible for corporate partners, universities, national employers and sponsors.

INDUSTRY CONNECTIONS WE WANT VISITORS TO DISCOVER

Technical, STEM & corporate	Creative, culture & media	Where they connect
Engineering	Theatre	Sound and lighting
Manufacturing	Music	Set build and fabrication
Logistics	Radio	Event operations
Technology	Media	Digital content
Construction	Live events	Product design
Corporate careers	Creative production	Project management



WHO SHOULD EXHIBIT?

Organisations that can offer guidance, workshops, demonstrations, placements, mentoring or sector insight.

Universities, colleges, apprenticeship providers, training providers and employability services.

Creative industry organisations in theatre, music, radio, media, live events, design and production.

Employers with live vacancies, graduate opportunities or future talent programmes.

STEM, engineering, manufacturing, logistics, construction and technology organisations.

INDICATIVE EXHIBITOR PACKAGES

PACKAGE	SPACE	INDICATIVE PRICE	BEST FOR
Standard Stall	2m x 2m	From £195 + VAT	Employers, providers, support services
Enhanced Stall	3m x 2m	From £295 + VAT	Interactive displays or larger teams
Premium Position	3m x 2m	From £395 + VAT	High-footfall location, added visibility
Community / NEET Support Space	2m x 2m	By agreement	Selected charities or support partners



GROUND FLOOR



EXHIBITORS STAND

- 2 metres x 2 metres (£195+ VAT)
- 3 metres x 2 metres (£295 + VAT)

Optional Extras:

- Electric option, One 13amp socket, No high voltage or multi-sockets to run off socket.
- Furniture* - tables and chair.

FIRST FLOOR



EXHIBITORS STAND

- Same as Ground Floor Options
- 3 metres x 2 metres (£395 + VAT)
- Including premium option next to the Live Lounge

*Orders placed at a later date will incur extra charges.

WHAT WE ENCOURAGE STALLHOLDERS TO BRING:



**LIVE OR HANDS-ON
DEMONSTRATIONS.**



**CLEAR VACANCY, GRADUATE,
APPRENTICESHIP, TRAINING OR
ENTRY-ROUTE INFORMATION.**



**A "DAY IN THE LIFE" VIEW OF
YOUR ORGANISATION
OR SECTOR.**



**PEOPLE WHO CAN SPEAK
HONESTLY ABOUT CAREER
JOURNEYS AND TRANSFERABLE
SKILLS.**



**QR CODES LINKING VISITORS TO
APPLICATIONS, RESOURCES,
VACANCIES, COURSES OR
CONTACT FORMS.**

PACKAGE INCLUSIONS & ADD-ONS

Stall space included as standard;
tables, chairs and power can be included in
higher packages or charged as add-ons.

Wi-Fi available at the venue.

Additional technical requirements to be
requested in advance.

Exhibitor listing

in the event brochure/digital guide, with
enhanced listings available as a
dvertising add-ons.

Optional social media spotlight

email feature, brochure advert, QR code
promotion or merchandise insert.

Final exhibitor requirements may include
public liability insurance, risk assessment,
safeguarding confirmation and confirmation
of any electrical equipment/PAT testing
where applicable.



CAREERS
EXPO
2027

SPONSORSHIP, ADVERTISING AND CONTRA-DEAL OPPORTUNITIES

Careers Expo 2027 will offer several ways
for organisations to gain visibility, support
the event and align their brand with skills,
opportunity, creativity and future talent.



SPONSORSHIP OPPORTUNITIES

ZONE SPONSOR

Potential benefits:
Branding for an industry zone such as STEM, Creative Industries, Apprenticeships, Employability, Media & Music or Innovation & Technology

Status: Available

REGISTRATION / WELCOME SPONSOR

Potential benefits:
Visibility at visitor check-in, QR registration and welcome point.

Status: tbc

BROCHURE SPONSOR

Potential benefits:
Enhanced branding in the printed/digital event guide and visitor information.

Status: tbc

LANYARD / BAG / MERCHANDISE SPONSOR

Potential benefits:
Brand placement on event merchandise, visitor bags or selected printed materials.

Status: tbc

LIVE LOUNGE SPONSOR

Potential benefits:
Sponsor one of four hosted panel sessions with three industry guests.

Includes session association and promotion.

Status: 4 Available



Four hosted sessions will run through the day. Each session is expected to include a host and three industry panellists, with keynote-style insights, discussion and audience questions.

Suggested themes include careers in music and media, careers behind the scenes, engineering and manufacturing pathways, logistics/corporate careers, and how creative and technical skills overlap.

BROCHURE

quarter page, half page, full page or back-page options.

WEBSITE

listings with logo, description and links - subject to final website build.

SOCIAL MEDIA

spotlight posts and email campaign features.

VENUE

banner placement, screen adverts, QR code promotions and visitor bag inserts.

MERCHANDISE

opportunities including branded bags or selected expo materials.



MAIN HOST

HARJ DHANJAL AKA XS-BASS

Harj Dhanjal, also known as XS-BASS, is a creative entrepreneur, broadcaster, music producer and business leader whose career combines the worlds of industry, entertainment and education.

Alongside more than three decades in music and media, Harj spent 25 years at Rolls-Royce, where he developed extensive experience in business improvement, leadership and operational excellence, progressing to become a Lean Six Sigma Master Black Belt.

His creative career has included producing, directing and judging Brit Asia Super Star, a pioneering British Asian television singing competition broadcast on Sky TV, as well as delivering a 13-date televised roadshow for ZEE TV. He has also worked with internationally recognised artists including Jay Sean, Panjabi MC, Jermaine Jackson and MC Lyte.

Harj went on to establish Blue Lion Training Academy, bringing together what he describes as the two sides of his thinking: the Creative Mind and the Logical Mind. By combining creativity, innovation and communication with structured problem-solving, process improvement and commercial thinking, he now helps others develop the confidence, skills and mindset needed to realise their potential.

As the main host of Careers EXPO 2027, Harj brings a unique blend of energy, real-world industry experience and creative insight, together with a genuine commitment to helping young people discover meaningful career pathways.



HOST

DEE CODE

Music Producer, Ex BBC Radio 1, DJ Founder of Just Culture Group

Dee Dhanjal, professionally known as D-Code, is a music producer and artist with more than 20 years of experience across production, live performance and creative development. His career includes producing for The Prodigy, performing sold-out shows and presenting on BBC Radio 1.

Through Shiva Soundsystem and Just Culture, Dee has also supported artist development, education and community-led creative projects. On the Music Performance Panel, he will share insight into live performance, collaboration and building a long-term career across different areas of the music industry.



PANEL

BABY J

International Music Producer & Managing Director of Baby People

Baby J is an established music producer whose credits include work with Amy Winehouse and Mark Ronson. As the founder of Baby People, he has combined professional music production with artist development, education and opportunities for emerging talent. His career provides a valuable perspective on creative collaboration, developing artists and maintaining professional standards within the music industry.

On the Music Performance Panel, Baby J will share practical insight into the production process and the journey from developing musical talent to working at the highest level of the industry.

PANEL GUEST
CREDENTIALS





KHIZA

PANEL

KHIZA MUSIC

Music Producer & Creative Entrepreneur

Khiza is a British Asian music producer, songwriter and artist developer whose career spans South Asian music, R&B, pop and international collaboration. His credits include work connected with artists such as Ginuwine, Zack Knight, Kumar Sanu and Apache Indian.

Through his experience in production and artist development, Khiza has built a strong understanding of creating music across different cultures and audiences. On the Music Performance Panel, he will share insight into creative collaboration, developing a distinctive sound and building an independent career within the international music industry.



PANEL

APACHE INDIAN

Global Music Artist & Youth Mentor

Born in Handsworth, Birmingham, Apache Indian BEM is a pioneering British singer, songwriter and reggae artist who created the distinctive “bhangramuffin” sound by blending bhangra, Punjabi culture, reggae and dancehall. Best known for the global anthem “Boom Shack-A-Lak”, he has sold more than 11 million albums worldwide. His debut album, No Reservations, received a Mercury Prize nomination, while “Arranged Marriage” earned an Ivor Novello nomination. Through the Apache Indian Music Academy, he has supported and mentored emerging talent. In 2021, he received the British Empire Medal for services to music and young people, recognising his cultural influence and commitment to the next generation.



HOST

RAJAN DHANJAL

Creative Director

Rajan Dhanjal works across creative strategy, music business, leadership and continuous improvement. He holds a First Class BA (Hons) in Music Business from SAE Institute London and a Lean Six Sigma Green Belt, and is currently completing a Level 7 Apprenticeship.

At Blue Lion Training Academy, Rajan supports the development of creative partnerships, live events, learner pathways and social-media strategy. Through content projects including Lean Stream, he translates corporate improvement methods into practical lessons for creative professionals, connecting structured business thinking with the realities of building a modern creative career.



PANEL

KID KARAM

Team GB Breaker, Nike Athlete & Movement Artist

Karam Singh, professionally known as Kid Karam, is a world-class breaker, performer and actor from Derby. He made history as one of the first breakers to represent Team GB, competed in the Paris 2024 Olympic Qualifier Series and starred in the Sky Cinema feature film Breaking Point.

His career has expanded beyond competitive breaking into film, modelling, commercial partnerships and social media. On the Creative Industries Panel, Karam will share insight into building a personal brand, creating opportunities across different industries and remaining resilient while performing at an elite level.



ZACK KNIGHT



sky originals

TEAM GB





BBC
NEWS HD

PANEL

MONIKA KAUR PLAHA

RTS Award-Winning BBC Presenter, Journalist & Documentary Maker

Monika Plaha is an RTS award-winning BBC News presenter, multi-platform journalist and documentary maker. She is a senior presenter for BBC East Midlands Today and has worked across BBC News, BBC Breakfast, The One Show, Sunday Morning Live and BBC Radio 2. Her investigative documentaries include the influential Panorama film The Secret World of Trading Nudes, which contributed to changes in UK law. On the Creative Industries Panel, Monika will share insight into authentic storytelling, building a trusted public profile, creating opportunities across television, radio and digital media, and remaining adaptable throughout a competitive creative career.



TikTok

PANEL

BOBBY BATTISON

Creator, Entrepreneur & Founder of FastTrack Agency

Bobby Battison is a creator, entrepreneur and founder of FastTrack Agency, a creator network supporting talent on TikTok LIVE. Drawing on his experience as a LIVE Pro creator, he established FastTrack to give emerging creators the guidance, training and community he wished he had when started out. Through the agency, Bobby helps creators develop confidence, understand performance and turn live content into professional opportunities. On the Creative Industries Panel, he will share insight into personal branding, audience growth, generating income through content and using entrepreneurial thinking to build a sustainable career in digital media.



love island

PANEL

ESHA BAL

Digital & Radio Producer | Channel 4, BBC & ITV

Esha Bal is a digital and radio producer and video editor with experience across Channel 4, BBC Asian Network, Banijay and ITV. She began her television career at 21 through a Junior Digital Content Producer apprenticeship with Channel 4, demonstrating how apprenticeships can provide a direct route into the creative industries. Esha has since worked across television, radio and digital-first production, contributing to major programmes including Big Brother and Celebrity Big Brother: Late & Live. Her experience spans video editing, social content, colour grading, audio production and audience analytics.

“CREATIVITY
SHAPES CULTURE,
DRIVES
INNOVATION AND
TURNS BOLD IDEAS
INTO MEANINGFUL
IMPACT.”





HOST

DAVE JONES

Continuous Improvement & Project Management Specialist

Dave Jones brings 36 years of Rolls-Royce experience across engineering, project management and continuous improvement. He now supports apprentices at Blue Lion Training Academy, helping them deliver workplace projects and prepare for their end-point assessments.

Combining manufacturing expertise with a passion for developing people, Dave helps learners strengthen their problem-solving, leadership and project-management skills. He offers young people valuable insight into building successful careers in engineering, manufacturing and operational excellence.



PANEL

DR ZAREEN ROOHI AHMED

Social Impact Strategist, Entrepreneur, Author & Founder of Gift Wellness

Dr Zareen Roohi Ahmed is a social impact strategist, entrepreneur, author and founder of Gift Wellness, an award-winning social enterprise tackling period poverty through sustainable menstrual products.

With a PhD focused on women's rights and over 25 years' experience, she will explore how innovation, sustainability and entrepreneurship can address real-world challenges and create meaningful social impact.



PANEL

RICHARD PENN

Founder, Penn Engineered Solutions | Chartered Engineer & STEM Ambassador

Richard Penn is a Chartered Engineer and Fellow of the Institution of Mechanical Engineers, with around 30 years of experience across automotive, chemical and transport engineering.

As founder and director of Penn Engineered Solutions, he specialises in propulsion systems, electrification, hydrogen, alternative fuels and emissions. On the STEM Panel, Richard will share insights into engineering career pathways, sustainable transport and the skills future engineers need to address decarbonisation, energy security and technological change.



refinery

PANEL

SHARLENE HANLEY

Strategy & Planning Director | Advertising & Communications Tutor

Sharlene Hanley is an accomplished strategy and planning leader with extensive experience across advertising, media, PR and communications. During four years at Social Chain, co-founded by Steven Bartlett, she served as Planning Director and Creative Development Director.

Her career also includes senior roles at ITV, Wavemaker, McCann and Carat. Alongside supporting learners across creative and business programmes, Sharlene offers valuable insight into how audience understanding, digital culture and commercial strategy build influential brands and successful campaigns.



Rolls-Royce®

TEDx



THE HALIMAH TRUST
Keeping Dreams Alive



长安汽车
CHANGAN



BLUE LION
TRAINING ACADEMY

refinery

SocialChain



HOST

RAJAN DHANJAL

Creative Director

Rajan Dhanjal works across creative strategy, music business, leadership and continuous improvement. He holds a First Class BA (Hons) in Music Business from SAE Institute London and a Lean Six Sigma Green Belt, and is currently completing a Level 7 Apprenticeship.

At Blue Lion Training Academy, Rajan supports the development of creative partnerships, live events, learner pathways and social-media strategy. Through content projects including Lean Stream, he translates corporate improvement methods into practical lessons for creative professionals, connecting structured business thinking with the realities of building a modern creative career.



PANEL

GU V SINGH

Founder & CEO, Catalyst Management

Guv Singh is the founder and CEO of Catalyst Management, a leading UK talent-management company working across music, entertainment, sport and culture. His management experience includes working with global Punjabi artist Karan Aujla, while Catalyst's roster has featured established talent such as MIST, Steel Banglez, Michael Dapaah, Sam Tompkins and Tom Zanetti.

On the Music Business Panel, Guv will share insight into artist management, career development, international growth, brand partnerships and the commercial strategy required to transform creative talent into a sustainable global business.



PANEL

DALE LARNER

Former Warner Music Legal Executive

Dale is an experienced music legal professional who previously worked within Warner Music, supporting commercial and legal matters involving internationally recognised artists, recordings and catalogues. His experience includes dealings connected with names such as The Beatles and Ed Sheeran, alongside Warner Music's wider roster. With expertise spanning recording agreements, copyright, licensing, royalties and rights management, Dale brings valuable insight into the legal foundations of the music business. On the panel, he will explain how contracts protect creative work, what artists should understand before signing an agreement and how major music deals operate behind the scenes.



PANEL

MARK AVERILL

International Photographer, Videographer & Founder of AV IT Media

Mark Averill is an international photographer, videographer and founder of AV IT Media, a Derby-based visual-content agency specialising in sport, automotive, events and commercial campaigns. He has delivered projects for organisations including BMW, East Midlands Railway, Derby County Football Club, Carmex, Bloor Homes and Listers, alongside public figures such as Adam Peaty, Jason Kenny and Gino D'Acampo. With particular passions for football and automotive media, Mark brings valuable insight into building a creative career, developing a recognisable personal brand and turning specialist skills behind the camera into a successful business.





SPONSOR PACKAGES

PACKAGE	AVAILABILITY	PRICE
1. Headline Live Lounge Partner	1	£10,000
2. Individual Panel Partner	4	£2,500
3. Official Content and Broadcast Partner	1	£5,000
4. Youth Opportunity Partner	1	£3,000
5. Official Technology & Production Partner	1	£4,000 or Contra Deal
6. Programme & Schedule Partner	1	£1,500 optional

1. HEADLINE LIVE LOUNGE PARTNER

WHAT'S INCLUDED

- Exclusive Live Lounge naming rights
- Largest sponsor logo on the stage set and screens
- Branding across all four panel discussions
- Website, brochure and programme recognition
- Verbal recognition when every panel opens and closes
- Branding on panel recordings and selected social clips
- Dedicated sponsor announcement across social media
- Full-page brochure advertisement
- Premium exhibition space
- Short welcome from the sponsor
- VIP access for company representatives
- Post-event impact and engagement report
- Category exclusivity



BROUGHT TO YOU BY

[Sponsor]

SCAN TO GET IN TOUCH



2.INDIVIDUAL PANEL PARTNER

WHAT'S INCLUDED

- Naming association with one selected panel
- Logo on that panel's screen and holding slides
- Logo beside the panel listing in the programme
- Host acknowledgement at the beginning and end
- Dedicated social-media announcement
- Half-page brochure advertisement
- Branding on that panel's recording and clips
- Exhibition space or stand upgrade
- Four representative passes

3.OFFICIAL CONTENT & BROADCAST PARTNER

WHAT'S INCLUDED

This reinforces that Careers EXPO exists for young people and gives sponsors a clear social-impact proposition.

- School or college transport
- Accessible attendance
- Free careers resources
- Captioning or additional accessibility provision
- Opportunities for young people from disadvantaged backgrounds

4.YOUTH OPPORTUNITY PARTNER

WHAT'S INCLUDED

This reinforces that Careers EXPO exists for young people and gives sponsors a clear social-impact proposition.

- School or college transport
- Accessible attendance
- Free careers resources
- Captioning or additional accessibility provision
- Opportunities for young people from disadvantaged backgrounds

5.TECHNOLOGY & PRODUCTION PARTNER

WHAT'S INCLUDED

This either be monetary investment or exchanged for professional equipment and technical support.

- "Official Live Lounge Technology Partner" status
- Branding around cameras, microphones and production areas
- Product visibility where appropriate
- Recognition on recordings
- Exhibition or demonstration space

CONTRA-DEAL AND STRATEGIC DELIVERY PARTNERSHIPS

We welcome selected contra-deal partnerships where an organisation supports the delivery, promotion or visitor experience of the expo in return for sponsor-style visibility. This may include AV, photography, videography, print, signage, marketing, media coverage, catering, equipment, merchandise or production support.

Contra benefits may include official partner status, logo placement, brochure feature, social media promotion, stall space, zone association or Live Lounge visibility. All contra arrangements will be agreed in writing to ensure the exchange is clear and fair.

LET'S CONNECT!

HOW TO REGISTER INTEREST AND NEXT STEPS



We are now inviting expressions of interest from organisations that would like to exhibit, sponsor, advertise, contribute to the Live Lounge, or discuss a strategic partnership. Simply scan the QR and complete the online form.

WWW.CAREERSEXPOUK.COM

CONTACT

**RAJAN
DHANJAL**

Creative Director
rajan.dhanjal@bluelionta.com

**DON
STANLEY**

Business Development Manager
don@bluelionta.com



CAREERS
EXPO
2027

CAREERS
EXPO
2027

LIVE
LOUNGE
PROGRAMME

CAREERS EXPO 2027



Vaillant
LIVE

VAILLANT LIVE, 2 COLYEAR STREET, DERBY, DE1 1LA



BLUE LION
TRAINING ACADEMY

TSDESIGNS DESIGN
WEBSITES
PRINT.

LIVE
LOUNGE
PROGRAMME