

IntoTech Speaker Guide



Futures For All and The Hg Foundation are working in partnership to deliver tech-focused career talks. Thank you for taking part in our IntoTech programme.

Let's get you started.

Planning Your Talk

Thank you for agreeing to take part in the IntoTech programme delivered by Futures For All in partnership with the HG Foundation. This programme will see over 95,000 opportunities for underrepresented young people in the UK tech sector.

After a successful pilot year to Year 10s, this is the beginning of a 3-4 year programme starting with the Year 8 cohort (12-13-year-olds), following their secondary journey. Your talk will be the first activity Year 8 receive as part of the IntoTech programme, and it must cover the four key points below.

- **Introduction to the sector:** Explain the tech industry, including key words and phrases.
- **Demystify the industry:** Discuss the skills young people might need to enter a career in tech and dispel common misconceptions about the sector.
- **Broaden student's horizons:** Share your passion for working in and with tech to allow young people to see themselves working in the sector.
- **Highlight the range of careers:** Explore the scope and variety of jobs in the tech sector and advise students on career pathways.

Please ensure that you or your office have a phone call with the school in advance of the event to discuss and confirm:

- The content of your talk, e.g. theme(s) and messages.
- Audience details, e.g. access requirements, prior industry knowledge and interest, and aims for the talk – helping you tailor your talk to the specific cohort of students.
- Logistics, e.g. your arrival at the school, equipment, parking, staffing (there must always be a teacher present during your talk).

Talk Content

IntoTech events are an hour long with a 20-30 minute talk followed by a 20-30 minute Q&A. The Q&A is actively moderated by the teacher and can include impromptu and pre-prepared questions from the students. Please follow our content guidelines to ensure students get the most out of your talk.

Introduction

- Introduce yourself, your role and your company.
- Ask broad opening questions to encourage engagement early, e.g. who has used tech today? What tech have you used today? If the cohort seem knowledgeable: how many of you know what AI is? Who is already interested in a career in technology?

Theme and Key Message(s)

- Highlight the **theme of your talk**.
- Specify the aim and purpose of your talk so students know what you hope they will take away e.g. what you hope they might learn about the tech sector and relevant tech roles.

Career Context

- Contextualise your talk within the wider world, e.g. how tech is changing the world of work and what job opportunities are available. This will help students understand why your talk is applicable to them or their lives – analogies work well.
- Signpost pathways into careers – share roles in tech and routes into those roles, linking educational pathways to jobs, e.g. GCSE options, required skills and extracurricular activities, how acquiring tech skills can lead to multiple different roles in different companies.

Relevant and Engaging Delivery

- During the planning phone call, discuss and confirm with the school the setup of your talk. Students should be able to see and hear you clearly, e.g. is a microphone needed? Will you be elevated on a stage? Will you be using A/V? If delivering a presentation, please use our template slides and share them with the school in advance so that your talk can run smoothly on the day, with maximum impact – please email them as schools do not use USBs.
- Explain your content simply and break down ideas and concepts as much as possible to demystify the sector (the audience is younger than you may be used to speaking to), e.g. explain jargon like 'FSTE' and provide descriptions for terms like coding.
- Ask questions throughout the talk to encourage student participation – previous feedback has shown this to be effective.
- Ask for a show of hands if you are unsure of the students' level of understanding or knowledge about a subject, e.g. they will know what Facebook and Twitter/X are, but they might not realise how revolutionary they were when they launched.
- Use references that are suitable for the age group (12-13-year-olds).
- Consider including interactive elements, e.g. questions for the students, short videos (1-3

minutes), visuals or audio – talks are not designed to be lectures or long speeches.

- Ensure that your slides and talk are concise and relevant to the students, e.g. not a sales pitch for your company.
- Avoid reciting your CV and instead share why you pursued certain opportunities, what you learnt and how they shaped your outlook.
- Try to demystify the career paths and, if applicable, your higher education to help students understand what route is right for them.
- Share your experience, be candid and genuine, e.g. making mistakes – talks are designed to share the realities of work and empower students from a range of backgrounds, so consider how your talk may appeal to, relate to, and inspire a diverse student audience.



Talk Theme and Aims

Please review the themes before you are in touch with the school to support discussion around content and approach, helping to ensure an impactful talk.

N.B. Regardless of theme, please ensure that your talk encourages safe cyber security and adheres to online safeguarding guidance.

Theme 1: Diverse Tech Careers

Explain how students' interests, subjects and skills may lead to jobs in tech, with the aim to engage and inspire all students – explore how all academic routes can lead to a career in tech (students choose GCSE options in Year 9). Explore how technologies are shaping the future of work, highlighting the skills needed to thrive in these evolving fields and what possible tech jobs there may be in the future.

Theme 2: Building a Career in Tech

Discuss alternative routes into tech careers, including bootcamps, self-learning, work experience, and non-traditional roles like UX/UI design, product management or data analytics. Explore the different ways that students can enter tech careers, with or without a degree or specific skills, and the various roles available, e.g. within tech organisations and in organisations with a tech team.

Theme 3: Solving Global Problems with Technology

Discuss how technology is used to address social, environmental, and economic challenges, from climate change solutions to healthcare innovations. Share real-world examples of technology that has solved problems across the world.

Theme 4: AI and Machine Learning in Everyday Life

Break down what AI and machine learning is and how they are used in apps, games, and industries that students engage with daily. Show how they can be part of tech innovations and how powerful the tools are that make them, including how they will change most aspects of working life and the world.

Theme 5: Tech Entrepreneurship

Explain the startup culture and how students can turn their ideas into businesses, covering the basics of app development, pitching ideas and innovation. Provide examples of organisations, their structure, how their teams work, projects they have worked on, and their impact on the world.

Further Information

If you would like more information about the IntoTech campaign or support in developing your school talk, please [contact us](#).