



## CANTERBURY STUDENTS FIND A SMART FUTURE

The recent Coca-Cola Careers Expo, held in the Westpac Stadium from the 11<sup>th</sup>-13<sup>th</sup> May, gave Canterbury students, their teachers and families a great opportunity to find out about the wide scope of exciting careers available in Canterbury's ICT industry.

With a distinctively branded stand promoting ICT as 'The Smart Future', it was little wonder we were inundated with enthusiastic students. Thousands of coloured wristbands directing people to [www.thesmartfuture.co.nz](http://www.thesmartfuture.co.nz) were given out, along with bundles of booklets explaining the various ICT industry sectors and the tertiary qualifications that feed into them.

This presence at the expo was part of a larger marketing campaign promoting ICT careers in Canterbury, which includes press advertising, bus shelter ads, posters, an insert in the Christchurch Press and direct mailouts to schools and local ICT companies. Feedback from the expo indicated that this campaign is making an impact, as many students and members of the public recognised the iconic branding and were keen to find out more about ICT careers.

The campaign will continue to run until the end of June.

