



CDN Food and Drink Career Expo – Get Involved

Thursday 14 September 2017 (1300-1800)

BT Murrayfield, Edinburgh

Get involved

This exciting new expo promises to attract a wide range of expertise promoting the diverse range of careers within the food and drink sector. As a key element to the success of this expo, we would be grateful if you could please share with your networks, students and colleagues the great benefits of attending. The toolkit below provides key information and suggested methods to assist you with your promotion, if you would like any further information please contact marketing@cdn.ac.uk.

What is Food and Drink Career Expo?

Food and Drink Career Expo is organised by College Development Network (CDN) and will take place on Thursday 14 September 2017 at BT Murrayfield, Edinburgh hosted during Scottish Food & Drink Fortnight.

With careers including Engineering, Science and Product Development and Production, Scotland's Food and Drink industry is currently worth over £16.5 billion. With around 27,000 jobs emerging from the sector between now and 2030, come and find out how you can get involved one of Scotland's fastest growing industries.

Join CDN to browse over 25 innovative and dynamic industry and education exhibitors as you go on a journey through the process from field and sea to fork. This interactive experience will allow the audience to participate in live demonstrations where they can learn a vast number of tips and skills and maybe pick up a few industry secrets along the way. Try your hand at extracting DNA from strawberries or take part in a short Mandarin lesson and learn the link between languages and the food sector.

From live cooking demonstrations to scientific experiments that Heston would be proud of, this event really has a lot on its plate. For information on the career opportunities and possibilities available in this fast-growing industry sector don't miss out – register today at:

<https://www.events.cdn.ac.uk/ehome/index.php?eventid=234627&>

Expo Aims:

- Find out about the diverse range of careers within the food and drink supply chain
- Engage with producers, suppliers, manufactures, entrepreneurs and educational bodies committed to inspiring the next generation of food and drink industry professionals
- Listen to a range of industry leaders and take part in interactive sessions that will bring the industry to life
- Hear about innovation for our agriculture, fishing and manufacturing sectors

- Learn about the science and technology of minimising waste while producing new healthy products
- Watch skills demonstrations preparing and presenting food for global export as well as in our own top restaurants and hotels
- Learn about Environmental and sustainable issues.

Target Audience:

This event is shaping up to be invaluable for everyone. So, whether you're a school or college student, a teacher/lecturer, an employer or simply have an interest in finding out more about Scotland's Food and Drink sector this event is for you.

How Can I get Involved?

There are many ways that you can get involved to help raise awareness of this inspiring event, here are some ideas to share key messages:

- Get social – i.e. Twitter, Facebook, LinkedIn, Instagram
- Website/Publications/Email – Background text provided above
- Case Studies – please send marketing@cdn.ac.uk any case studies that may be of interest to this event and we will upload onto CDN's Food and Drink webpage <http://www.cdn.ac.uk/networks-projects/food-drink/>

Social Media

Please feel free to use the following text or adapt to suit your audience:

Twitter:

Twitter handle: @ColDevNet

Hashtag: #fooddrinkCDN

.@ColDevNet Scottish Food & Drink Careers Expo #fooddrinkCDN explore the journey from farm & sea to fork <http://ow.ly/kor830cCd>

Scotland's Food & Drink is the largest industry sector & is worth over £16.5 billion! Get involved #fooddrinkCDN <http://ow.ly/zSVj30cCgCy>

With around 27,000 jobs emerging from the sector between now & 2030 find out how you can get involved #fooddrinkCDN <http://ow.ly/zSVj30cCgCy>

Join @ColDevNet, industry & education exhibitors and journey through the field and sea to fork process #fooddrinkCDN <http://ow.ly/zSVj30cCgCy>

Have you ever extracted DNA from a strawberry? We haven't either! But now we can, get involved at #fooddrinkCDN <http://ow.ly/kor830cCd3K>

Fancy something different? Learn a little Mandarin & discover link between languages & food sector #fooddrinkCDN <http://ow.ly/kor830cCd3K>

From live cooking demonstrations to scientific experiments that Heston would be proud of #fooddrinkCDN has it! Book <http://ow.ly/zSVj30cCgCy>

Facebook/LinkedIn:

CDN's Food and Drink Industry Expo takes place on 14 September. Join CDN to browse over 25 innovative and dynamic industry and education exhibitors as you go on a journey through the process from farm and sea to fork.

Join here: <https://www.events.cdn.ac.uk/ehome/index.php?eventid=234627&>

Did you know? Scotland's Food and Drink industry is currently worth over £16.5 billion. With around 27,000 jobs emerging from the sector between now and 2030, come to CDN's Food and drink expo and find out how you can get involved one of Scotland's fastest growing industries.

Book online here: <https://www.events.cdn.ac.uk/ehome/index.php?eventid=234627&>

Participate in live demonstrations at CDN's Food and Drink Expo where you can learn a vast number of tips and skills and maybe learn a few industry secrets along the way!

Why not try your hand at extracting DNA from strawberries or take part in a short Mandarin lesson and learn the link between languages and the food sector.

Not to be missed, book online at: <https://www.events.cdn.ac.uk/ehome/index.php?eventid=234627&>

The CDN Food and Drink Expo has a lot on its plate! From live cooking demonstrations to scientific experiments that Heston would be proud of!

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