



Discover Creative Careers are delighted to be able share your achievements with a powerful audience of industry partners, passionate educators, and the next generation of young creative talent.

We'll amplify your case studies, featuring them as blogs on our website, and showcasing them across dedicated social media spotlights.

Case Study Blogs

Case Studies are currently being published on the Discover Creative Careers website as 400-600 word blogs (available to view here [News | Discover Creative Careers](#)).

The template below provides guidance around what should be included in a first-person blog written from the perspective of your organisation, which shares your valuable first hand insights and experiences.

If you are unable to provide a first-person blog, we can adapt an existing case study in a different format as a third-party blog written by the creative careers consortium; we just ask that you stick within 400-600 words and include a separate supporting image (details below).

Media Consent Form

In addition to the text outlined below, we ask that you please complete the below media consent form.

[Media Consent Form - Discover Creative Careers](#)

Please provide at a minimum at least one high resolution image to accompany the piece. Ideally, this will be a photo of the activity taking place. We will need confirmation that the image/s has necessary consents for us to share this as part of comms activity around the case study and in supporting Discover Creative Careers.

Young Person Quote

We would like to invite you to include a short quote from a young person who has participated in your activity, where they talk about the impact of the experience / what they gained from it.

The quote will be included in the case study and across our social media. If this is something you would like to provide, please submit via the above form, and confirm you have the permission of the young person.

Template for First Person Case Study Blog

Blog Title: A short caption including your organisation and achievement.

e.g. ' How THE HOUSE OF RADHA Inspired Scotland's Next Generation of Creatives' ' Inside Framestore's Immersive Experience Workshop' ' The Crafts Council's Nationwide Mission to Build a Sustainable and Inclusive Craft Sector'

A short summary: Include a brief description of the event / activity, dates it took place, which region(s) / city(ies), who it was delivered by and your target audience.

e.g. The Careers in Technology Workshop was designed to introduce young people to career opportunities within the digital sector. The event brought together industry professionals, interactive activities, and practical employability guidance to help participants explore future pathways.

Name and job title of blog author: A headshot can be uploaded via the media consent form.

Main text:

Objectives

What was the event/activity aiming to achieve? [examples below]

- Increase awareness of career opportunities.
- Improve understanding of education and training pathways.
- Develop employability skills.
- Build confidence and aspirations.
- Connect young people with employers and role models.

Activities Delivered

Describe the key elements of the event/activity.

Impact

A closing paragraph about the impact and/or next steps of the activity.

Boilerplate and Website / Social Media Links

If you would like us to include some contextualising information about your organisation and/or its offers, and social media and website links to direct readers onto please include your boilerplate and any required links.