**Leeds Digital Careers Fair 2024 (LDCF24) Impact Report:**

Exhibitors and Sponsors:

LDCF24 welcomed 57 exhibitors, including 13 training providers, 33 employers, and 11 inclusive support organisations.

Event Pillars:

The event was designed around three pillars: Inform, Inspire, and Include. These pillars aimed to make the event inclusive for everyone, provide quality information and careers advice, and inspire visitors to consider a digital career pathway.

Attendance and Feedback:

Tickets Booked: 5590

Attendees: 4200

Visitor Feedback: 87% of visitors surveyed would consider a career in digital following the event, and 95% would recommend the event to family and friends.

Demographics:

Ethnicity: 60% White, 40% Ethnically Diverse

Age: Varied from 0-18 to 45+, with the majority in the 19-24 age group

Gender: 60% Male, 40% Female.

Event Highlights:

Pod Areas: Four pod areas attracted over 500 attendees, featuring inspirational speakers and interactive activities.

LinkedIn Headshots: Over 120 visitors had professional LinkedIn photos taken.

Mock Interviews: Provided to enhance visitors' professional development.

Visitor and Exhibitor Comments:

Visitors appreciated the range of employers and the opportunity to meet company representatives.

Exhibitors noted the event's high attendance and the diverse interest in their work.

Overall Experience:

87% of visitors rated the event as Excellent or Very Good.

92% of visitors strongly agreed or agreed that the event provided a great insight into the digital world.