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 BARCLAYS |  LifeSkills

Save the date!  
Friday 27th June 2025



# DREAM BIG DAY

## Schools Comms Toolkit



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DREAM  
**BIG**  
DAY





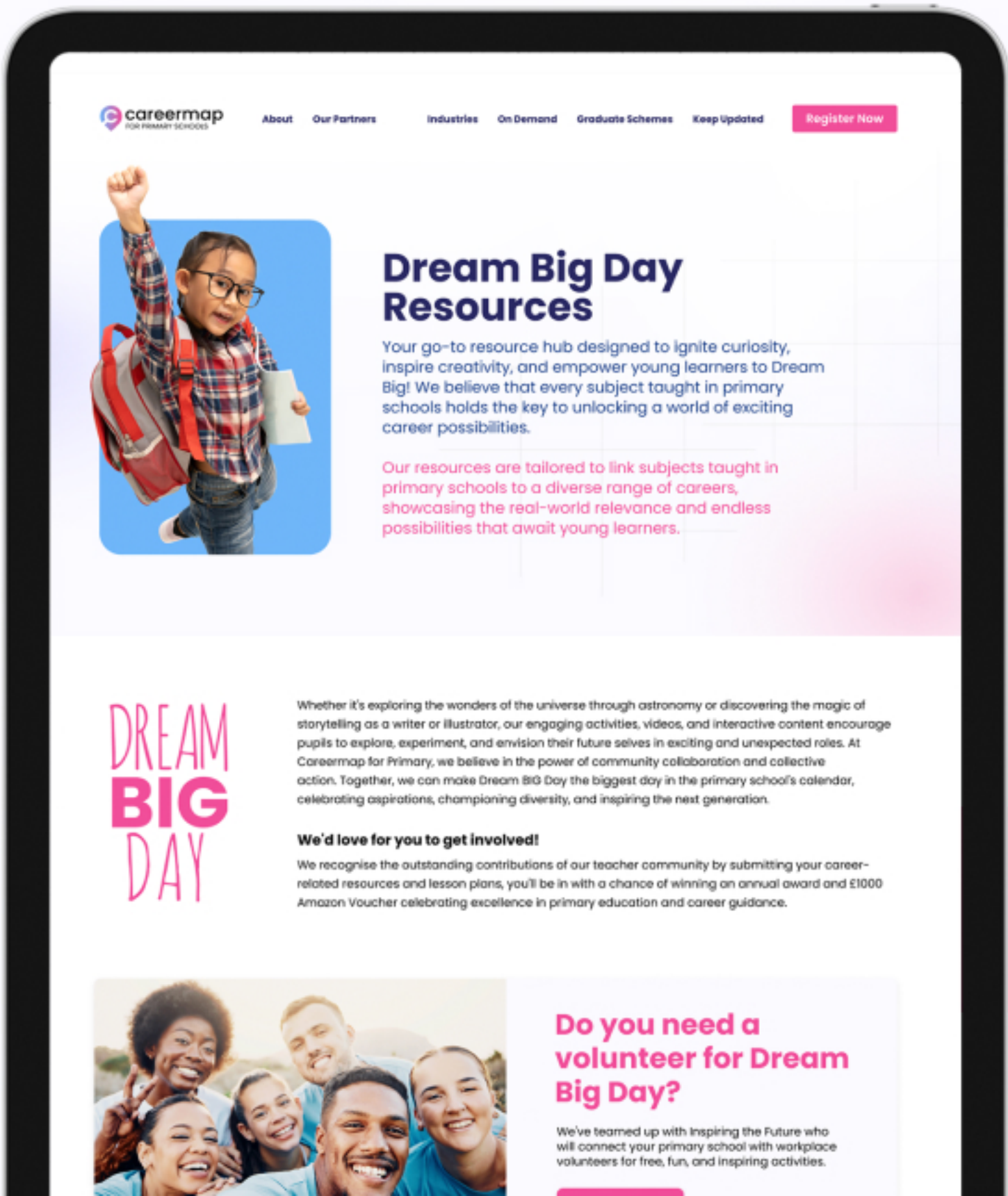
# Introduction

A new annual event set to become the most exciting day in the school calendar. Every school in the country has the chance to celebrate careers and encourage children to dream bigger!

Similar to "World Book Day," you have the flexibility to customise your Dream Big Day to suit your school's unique needs and preferences. You can access our Dream Big Day Resources Hub for career related lesson plans, classroom resources, or even request a volunteer to support with activities on Dream Big Day.



DREAM  
BIG  
DAY



## Empowerment

Dream Big Day aims to empower school students to dream big and envision a future filled with possibilities. We believe that every child has the potential to achieve their dreams, regardless of their background or circumstances.



## Education

Education is at the heart of Dream Big Day, as we believe that knowledge is the key to unlocking future opportunities. By hosting Dream Big Day within your school grounds, you'll have the opportunity to collaborate with Careermap, our sponsors Barclays LifeSkills, and our partners such as The Careers & Enterprise Company, Primary Futures, PiXL, Barnardos, and more.



## Exploration

Dream Big Day encourages students to explore a wide range of career paths and industries, sparking their curiosity and igniting their passion for learning. By exposing them to diverse career options, we aim to broaden their horizons, break gender stereotyping of careers and inspire them to pursue their interests.



## Community Engagement

Dream Big Day brings together schools, parents, volunteers, and industry professionals to create a supportive and inspiring community dedicated to the success of every child. By fostering collaboration and partnership, we amplify the impact of Dream Big Day and create lasting connections within the community.

Win a £1,000  
Voucher!

You can also submit your own resources as a school and share best practices for career-related learning to be in with a chance of winning.



# Ideas for your school to get involved

During Dream Big Day, you have the flexibility to personalise the event to your school and pupils needs. Some ideas include:



## Career Showcase

Invite guest speakers from our partners Primary Futures. Volunteers come from diverse backgrounds and professions to participate in a career showcase event. Have professionals share their career journeys, experiences, and insights with students, emphasising the importance of pursuing one's interests and passions regardless of stereotyping of careers.



## Encourage Parents to attend:

Parents can provide firsthand insights into their careers, offering your pupils valuable information about different professions, industries, and career pathways inspiring pupils to explore their interests and passions.



## STEM Exploration Day:

Organise a STEM (Science, Technology, Engineering, and Mathematics) exploration day where students can engage in hands-on activities, experiments, and demonstrations related to STEM fields. Highlight careers such as engineering, computer programming, robotics, and scientific research to challenge gender stereotypes and inspire students to pursue these fields.



## Visit our Dream Big Day Resources Hub:

Our resources are tailored to link subjects taught in schools to a diverse range of careers, showcasing the real-world relevance and endless possibilities that await young learners. We have collaborated with employers and industry experts to provide a whole host of subject related resources that link to the workplace. From Maths to PE and everything in between.



## Promote Diversity and Inclusion:

Schools can use Dream Big Day as an opportunity to promote diversity and inclusion by showcasing a wide range of careers and role models from diverse backgrounds. They can highlight careers that challenge gender stereotypes and encourage students to pursue their interests and passions regardless of societal norms.



Be sure to share pictures on social media using the #DreamBigDay hashtag and tag @careermagnews



# Media Kit

Branding assets

Images and content

Example posts

Press release  
template



[Countdown images](#)

The purpose of these images are to generate excitement amongst your local community and pupil's parents.

[Download our 'We're Supporting Dream Big Day' images](#)

The purpose of these images are to highlight that your school is committed to the future of your pupils and career-related learning.

[Download template posts](#)

You can use these posts on your social media channels to save your school time and to quickly and easily share information about Dream Big Day with your communities. Please feel free to edit them if you prefer.

[Download our logos](#)



# Show your dedication to your pupils future aspirations: Download our badge

Ensure your dedication to your pupils future aspirations shines through by downloading our Dream Big Day badge. Incorporate it into your website, parent communications, press releases, and social media posts to highlight your school's commitment to:

**Promoting aspirations:** Dream Big Day encourages children to set ambitious goals, and fosters a positive attitude towards learning and personal development. By displaying the badge, your school signals their alignment with these values and initiatives.

**Community Engagement:** Supporting events like Dream Big Day enhances your school's connection with the local community. It shows that the school is proactive in participating in events beyond traditional academic curriculum, which can foster a positive reputation within the community.

**Parental Involvement:** Parents often look for schools that prioritise holistic development and offer opportunities for their children to explore their interests and aspirations. By showcasing support for Dream Big Day, schools can appeal to parents who value such initiatives and may be more likely to enroll their children



We're supporting

DREAM  
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DAY

[Download our badge](#)



# Parent Letter

Parents have a huge impact on their child's future. Please click the button to download our sample letter for you to send to parents to keep them updated on career conversations happening in your primary school.

[Click here for an editable Google Doc](#)



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Dear XXX

We're very excited to let you know that [name of school] will be taking part in Dream Big Day 2024!

This will be an exciting day focused on inspiring our young minds to think about the future. In celebration, our school will be taking part by...

Best regards

[Headteacher name]





# Press Release Content

[Date]

[School Name] Celebrates Dream Big Day Event to Inspire School Students

[School Name, Location] hosts Dream Big Day on Friday 27th June 2025, inspiring pupils to explore future careers through interactive workshops and activities.

[School Name] is participating in the upcoming Dream Big Day event, designed to inspire school pupils to explore future career possibilities. Parents, teachers, volunteers, and industry professionals are also encouraged to join in the event. Dream Big Day is a new event set to become the most exciting day in the primary school calendar. It focuses on inspiring young learners to dream big and discover the endless possibilities that await them. Through engaging activities and resources, students will have the opportunity to explore a wide range of career paths and gain valuable insights into the world of work. Dream Big Day will take place across the UK on Friday 27th June 2025 from [Time] to [Time]. Our [School Name], who is participating in this event, is located at [Address].

"We are thrilled to host Dream Big Day and provide our pupils with the opportunity to explore their future career possibilities," said [Name], [Title] at [School Name]. "Through engaging workshops, hands-on activities, and interactions with industry professionals, we hope to inspire our students to dream big and pursue their passions."

[Download our press release template](#)





# Dream Big Day Worksheet

## Pre-Dream Big Day Instructions:

**Introduce the Activity:** Begin by explaining the purpose of the activity to the students. Emphasise that they will be thinking about their future careers and aspirations.

**Provide Guidance:** Offer guidance on how to approach the task. Encourage students to think about what they enjoy doing, what they are good at, and what they aspire to become in the future.

**Distribute Posters:** Hand out the blank Dream Big Day posters to each student. Ensure that each poster has space for students to write or draw what they want to become in the future.

**Set a Deadline:** Specify a deadline for students to complete their posters. This deadline should be before Dream Big Day to allow time for collection and preparation.

**Encourage Creativity:** Encourage students to be creative and imaginative in their responses. They can draw pictures, write descriptions, or use any other creative means to express their aspirations.

**Collect Completed Posters:** Once the students have finished their posters, collect them and keep them in a safe place until after Dream Big Day.

## Post-Dream Big Day Instructions:

**Recap Dream Big Day:** Begin by recapping the highlights of Dream Big Day with the students. Discuss any guest speakers, activities, or new insights they gained about different careers.

**Remind of Previous Activity:** Remind students of the posters they created before Dream Big Day and explain that they will now revisit their aspirations to see if anything has changed or if they have learned something new.

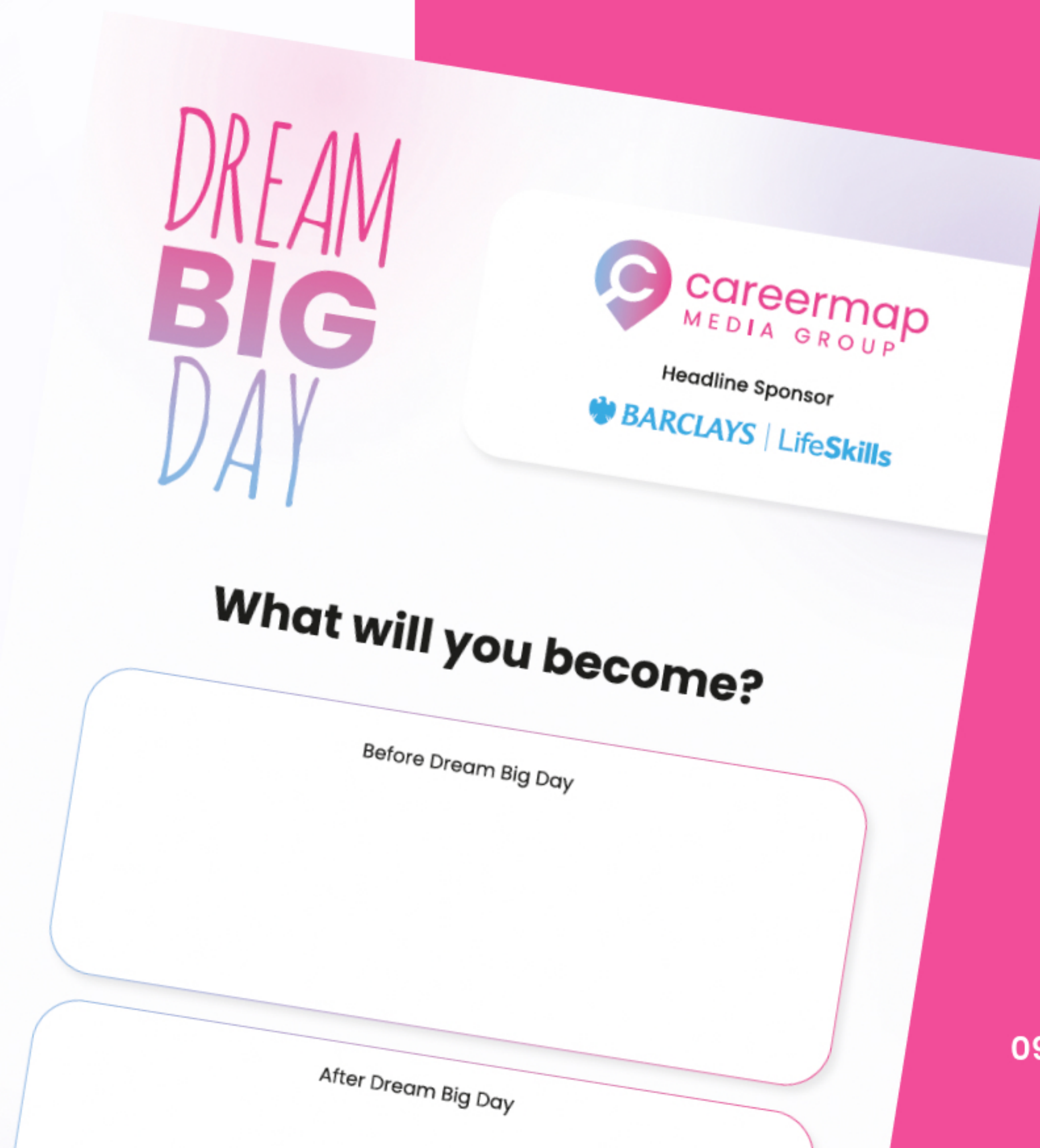
**Distribute Posters:** Return the posters to the students, allowing them to review what they wrote before Dream Big Day.

**Reflection Time:** Give students time to reflect on their initial aspirations in light of what they learned during Dream Big Day. Encourage them to think about any new career interests or insights they gained.

**Update Posters:** Students can now update their posters based on their reflections. They can add new aspirations, modify existing ones, or provide explanations for any changes.

**Display and Discussion:** Display the updated posters in the classroom or school hall for everyone to see. Consider organising a discussion where students can share their reflections and insights with their peers.

[Download our Dream Big Day worksheet](#)





# FAQs

## What is Dream Big Day?

Dream Big Day is an annual event which encourages young pupils to dream big, discover their passions, and envision a future filled with opportunities. Through engaging activities and resources, pupils gain valuable insights into various career paths and are encouraged to pursue their aspirations with confidence.

## Who can participate in Dream Big Day?

Dream Big Day is open to schools across the UK. Students are encouraged to participate in the event, along with teachers, parents, volunteers, employers and industry professionals who support their career exploration journey.

## How can parents support Dream Big Day?

Parents can support Dream Big Day by encouraging their children to participate in the event and by engaging with them in discussions about their career aspirations. They can also contribute their expertise by sharing insights into their own career experiences.

## What are the benefits of participating in Dream Big Day?

Participating in Dream Big Day offers numerous benefits for students, including break barriers to gender stereotyping of careers, exposure to a wide range of career options, opportunities to learn from industry professionals, and the chance to develop key skills such as communication, teamwork, and problem-solving. It also fosters curiosity, creativity, and a sense of empowerment among young learners.

## How can schools get involved in Dream Big Day?

Schools can participate in Dream Big Day by registering to host the event at their school. Once registered, they will receive access to a range of resources and materials to help plan and organise the day's activities. You can also join our webinar sessions [waiting on link] to help plan your Dream Big Day.

## What activities are available during Dream Big Day?

Dream Big Day offers a variety of activities tailored to engage and inspire young learners. These may include career-themed workshops, interactive presentations from industry professionals, hands-on activities, and educational resources to help students explore different career paths.

## How can I learn more about Dream Big Day?

For more information about Dream Big Day, including how to register your school or get involved as a volunteer or sponsor, please visit [www.dreambigday.co.uk](http://www.dreambigday.co.uk) or contact our team directly on [info@careermap.co.uk](mailto:info@careermap.co.uk). We're here to answer any questions you may have and help make Dream Big Day a success for your school and students.





# Our Partners



Sponsor

Barclays LifeSkills is dedicated to preparing primary school pupils for their future careers. Our suite of curriculum-linked resources for pupils aged 7+ are designed to build ambitions and aspirations by teaching children about the core transferable skills needed for the workplace and exploring a range of careers and industries.

As part of our commitment to empowering young minds, we are proud to be sponsoring Dream Big Day. This initiative aligns perfectly with our mission to help young people develop the skills and confidence necessary for today's rapidly changing work environment.

Join us in celebrating Dream Big Day and let's make a lasting impact together!



As the professional body for career development across the UK, the Career Development Institute (CDI) is proud to partner with Careermap for Primary and support their work to broaden children's views of their future career choices. There is growing recognition that careers education needs to start at primary school, encouraging children to think about future careers early, while nurturing their aspirations and challenging stereotypes. Our Vision is; "For every individual to realise their career potential so they can enhance their wellbeing and fully contribute to the economy and society."



The Department for Education is responsible for children's services and education, including early years, schools, higher and further education policy, apprenticeships and wider skills in England.



PiXL is the UK's largest education leadership network, working across Key Stages 1 to 5, aiming to improve life chances and outcomes, influence school leaders and equip them to be agents of change. In PiXL Primary, the PiXL Futures package has been developed in collaboration with Primary Futures, which aims to develop pupil aspirations and tackle stereotypes through early career-related learning. The resources – for Key Stages 1 and 2 – focus on the importance of developing characteristics, like compassion or teamwork, which is brought to life with films recorded by workplace volunteers. For more information about PiXL, visit [www.pixl.org.uk](http://www.pixl.org.uk)



OnSide is a national youth charity that champions youth work and believes all young people deserve access to opportunities. Our mission is to empower young people to lead positive, fulfilling lives by providing access to incredible spaces and exceptional youth work, delivered by outstanding people, where they are needed the most.

To achieve this, we raise the funds to build a national network of state-of-the-art, multimillion-pound Youth Zones in the UK's most economically disadvantaged areas. These youth centres, we call Youth Zones, are staffed by skilled and dedicated youth workers who truly believe in young people – helping them see what they could achieve, and giving them the skills, confidence and ambition to go for it.



Primary Futures connects primary schools for free with diverse workplace volunteers to take part in aspirations activities and talk with children about their jobs. Fun and interactive sessions with volunteers help to broaden horizons, challenge stereotypes and link learning to the wider world. Developed with teachers and run by national charity Education and Employers in partnership with the National Association of Head Teachers (NAHT), schools can register for free at [www.primaryfutures.org](http://www.primaryfutures.org) or contact [enquiries@inspiringthefuture.org](mailto:enquiries@inspiringthefuture.org) for help getting started.



Set up by government in 2015, our mission is to help every young person to find their best next step. We are the national body for careers education in England, supporting schools and colleges to deliver modern, 21st century careers education.



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Get in touch: [info@careermap.co.uk](mailto:info@careermap.co.uk)