

Coventry  
CAREERS HUB

THE CAREERS &  
ENTERPRISE  
COMPANY

thinkhigher  
DELIVERY PARTNER

# Coventry Careers Hub- Year 10 Work Experience opportunity ESports



West Midlands  
Combined Authority

# DIGITAL SKILLS

USING ESPORTS AS A BASIS OF:  
DIGITAL UPSKILLING  
WORK EXPERIENCE  
SEND PROVISION  
RESOURCES FOR TEACHERS

# IMPACT OF ESPORTS

From September 2021 to August 2023

**Total Footfall: 17,383**



**1497**

Young people from the local community have been on our skills programmes



**161,440**

Of grants and funding for public projects across Warwickshire



**643**

Students supported through academic programmes



**1043**

People engaged in our summer community activity

# The Programme

Groups of 48 are split into two groups of 24 and will rotate between the same spaces:  
Group 1 will complete the tasks in the below order - Group 2 will start with "Live the Life"

## Esports Industry:

*Finding your place in one of the youngest & fastest industries in the world*

- Learn about the UK's standpoint within Esports and careers within it.
- Develop their own Esports/Gaming teams/brands increasing their graphic design, marketing, teamwork and leadership skills.
- Identify gaps, opposition and partnership opportunities as part of this research-based task.

 Classroom

## Go Digital:

*Bring your brand to life*

- In your teams, develop your brand assets including logo, colour palettes, jersey design, social media templates etc
- Develop a pitching deck outlining your brand's attributes, aims and ideals.
- Pitch your brand to our staff and find out which one they'd invest in.

 Esports Centre

## Live The Life:

*Become an Esports Player for a Day*

- In your brand micro-companies, get ready to compete in one of the industries best gaming titles.
- Improve your communication and leadership skills & delegate player roles amongst your team.
- Learn to manage pressure, defeat and sportsmanship whilst partaking in a fun, friendly tournament amongst your peers.
- Reflection opportunities on all of the above.

 Esports Centre

# Special Requirements

We've hosted various types of sessions at the centre catering for a range of special needs and delicate situations. The Centre is committed to continue this offering making Esports and Digital Skills accessible to all.



01

## SEND

We've led classes of SEND students who are used to classroom environments who have produced some fantastic examples of Esports Brands and gamer sportsmanship.

02

## Neurodiversity

We understand the difficulties for some of those on the neurodiverse spectrum which is why we can adapt sessions to suit certain types of people e.g:

- Slower paced, objective-driven sessions with plenty of time and guidance for those with Autism.
- Shorter, pick'n'mix style tasks that can be completed in any order, at any pace for those with ADHD.

03

## Those at Risk

The Centre has delivered programmes for those at most risk including:

- Individuals disengaged from education.
- 18-24 yrs in unemployment looking for new skills
- Pupil Premium students and those from disadvantaged backgrounds

# WHAT A DAY LOOKS LIKE

Time	Activity	Description
10:00	Arrival Communication Exercise/ Team Building	<ul style="list-style-type: none"> <li>• Please aim to arrive for a 10am start.</li> <li>• We begin with a communication exercise that encourage students to think outside of the box as well as gather them into well rounded teams of people they perhaps wouldn't normally group with.</li> </ul>
10:15	At Your Stations! Esports as An Industry Choose Your Role	<ul style="list-style-type: none"> <li>• Students are asked to sit in their groups at one of our 24 esports gaming stations.</li> <li>• From here we will talk about the current state of the industry and potential career roles involved within it.</li> <li>• Students will then be given a task and must decide amongst themselves which roles they will portray.</li> </ul>
10:40	Build-A-Brand Workshop	<ul style="list-style-type: none"> <li>• Students are asked to build an esports company amongst their small team - there are elements and assets we would like to them to consider and create, strengthening their campaigns.</li> <li>• Support from the staff is given throughout and thought-provoking questions are constantly given.</li> </ul>
11:30	Peer Review	<ul style="list-style-type: none"> <li>• Amongst their three's, two of them will leave their stations and explore other students' works and are given the chance to question each other's decisions.</li> <li>• One of them will stay at their station and describe their brands to other visiting students from other teams.</li> <li>• Students then vote on the strongest and best brands as a peer review.</li> </ul>
11:45	Pitching	<ul style="list-style-type: none"> <li>• Each branding team will then need to complete a short 3-minute pitch explaining their brand, decisions, demographic aims etc to our staff.</li> <li>• Their decision combined with the peer review will reveal a winning brand that will get their assets added to the Best Brand wall.</li> </ul>

Time	Activity	Description
12:10	Lunch	<ul style="list-style-type: none"> <li>A break from the PC's and a chance to try out our consoles, Racing Sim, Board games etc</li> </ul>
12:40	Tournament Organisation	<ul style="list-style-type: none"> <li>A discussion on what's needed when organising a tournament. Understanding team seedings, bracketing, different formats and thinking about the game type.</li> </ul>
12:50	Warm Up's	<ul style="list-style-type: none"> <li>In their teams, players will "party-up" and check everything is working.</li> <li>Players can use this time to practice their skills/ get to know the game and work out their roles ready to compete.</li> </ul>
13:05	This Is Rocket League!	<ul style="list-style-type: none"> <li>Players compete in a Rocket League tournament working their way down to an overall winner.</li> </ul>
13:45	Grand Final	<ul style="list-style-type: none"> <li>The top 2 teams will compete in a one-game final for small prizes while the rest of the group looks on in support.</li> </ul>
13:55	Final Thoughts	<ul style="list-style-type: none"> <li>A chance to reflect on the day's activity, congratulate winners and announce upcoming future events.</li> </ul>
14:00	End	<ul style="list-style-type: none"> <li>Players are welcome to stay and "pay-to-play" on our equipment providing there isn't another full-centre booking afterwards.</li> </ul>