



FUTURE YOU
Foundation



NEWSLETTER

News from the Future You Foundation

Since launching the Foundation in June this year we have been delighted with the support we have received from industry.

Leading organisations, individuals and associations have all voiced their support to help amplify our sectors voice to attract new talent and inspire the next generation.

We are already meeting our goals for this academic year having held four Future You events, including our very first roadshow in Belfast, with a reach of over 1000 students, meaning we are well on our way to smashing our running total of 25,000 students by the end of the summer term.

We also have our own Digital Marketing Apprentice, Diana, who has been sponsored by our amazing supporters at Northern Training Academy – read her interview below!

Future You "On the Road"

Every year the events grow bigger and new cities are added. In October, we held our first Future You roadshow in Northern Ireland, hosted by Belfast Metropolitan College which was a huge success with the students organising and running the event including a careers fair and prize draw, raising money for the Future You Foundation. We can't wait to go back next year!





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And there will be plenty more to come!

University of Plymouth February 2023

University of Wolverhampton March 2023

University College Birmingham March 2023

Northumbria University March 2023

University of Wales Trinity St David March 2023

University of Surrey May 2023

There are also exciting new events planned in Scotland!

For more information and confirmed dates visit www.itffutureyou.com



As always, we have been supported by some amazing businesses and professionals who give their time to come and speak at our events. A huge thank you to the following :

Belfast Metropolitan College

Eimear Callaghan, Tourism NI

Michael Dalton, MICDrop and SITE

Stephen Meldrum, Grand Central Hotel

Jaquie Green and Matt Godman, Contiki

Paula Hays, Grow Consultancy

Lauren Willis, The Regency Hotel

Marc Dallas, the Grand Opera House

Ruth Flynn, Visit Belfast

Manchester Metropolitan University

Charlotte Gallup, Inspire Travel

Matt Harding, Julia Speed and Hannah Shaw, Travel Counsellors

Claire Moule, Marriott Hotels,

Cassandra Johnson, Expedia

Leeds Beckett University

Teresa Arnone, Manchester Airport Group

Matt Harding and Sarah Jackson, Travel Counsellors

Emily Edwards, Party Hard Travel

Bournemouth University

Jamie Lee Abtar, Intrepid Travel

Harvi Pereira, NCL

Emily Edwards Party Hard Travel

And finally, we were delighted to be back in person at World Travel Market in November! The audience were treated to fantastic presentations and a panel from some of this years TTG 30 under 30, Tomorrows Travel Leaders. A big thank you to all of them too!

Olly Nicholls, Attraction World

Jenny Kovacs, the 'Queen of Being Seen'

Danny Pearce, TTG Media

Bex Landale, Audley Travel

Craig Everett, Holibob

Pelumi Nubi, The Black Explorer

Bridget Donaldson, TUI & The Air League

Interview with Future You Digital Marketing Apprentice and Ambassador, Diana Dainoraite



Tell us about yourself

I'm an open-minded person who enjoys trying new things. Over the previous 6 years in the UK, I've attempted a variety of employment fields in search of the one that best suited me. A year ago, I started working through the government KickStart Scheme, which led me here and I opted to try my hand at the travel and tourism industry. Travelling has always been one of my greatest pleasures in life. When I am not travelling, I like social media and use Instagram to follow travel and fashion blogs since I am enthusiastic about them both. I am not a very outgoing person and like to spend my time reading books, spending time with my family and I'm a good cook too!

Why are you doing a digital marketing apprenticeship?

I'm confident that this digital marketing apprenticeship will give me a fantastic entry point into the workforce. In addition to gaining practical talents, I'll get transferable skills that I may apply in other areas of my life. This apprenticeship will provide me with the experience I need to advance in the business. I am a hardworking, dedicated, and professional person. I desire this apprenticeship because it will allow me to work in an area that I am enthusiastic about. The apprenticeship will provide me with the opportunity to gain a lot of knowledge while also developing new skills and abilities.

What are your career goals?

During the apprenticeship, I hope to learn the abilities that will allow me to advance in this sector. After I finish my apprenticeship, I'd like to continue learning as much as I can in the hopes of furthering my career here. I would want to continue working for the Future You Foundation and expand my knowledge and expertise.

What are you the most excited about to do after your apprenticeship?

For me, the most exciting component of my profession is knowing that by doing what I like, I can create something that others appreciate. My objective is to develop my skills so that I may have a successful career, and I will do all in my power to contribute to and grow with the organisation, as well as develop many more creative marketing concepts. Despite the fact that I lack experience, this apprenticeship will help me to get more knowledge and I believe that the travel and tourism industry is an excellent area for me to thrive. My future ambitions would be to continue to make progress in my current role, obtain new experiences and abilities and push myself to be the greatest.

What do you like the most about FUTURE YOU?

It's easy - your company's goals and vision is what I like the most. I appreciate how FUTURE YOU is committed to raising and maintaining professional standards in the industry, providing help, and counselling on career advancement, and promoting employer participation and ties with education. It's also worth highlighting the team's passion to what they're doing. I can easily see how my aims coincide with the company's objectives.

What are you already doing in your job role?

I really enjoy my job because it allows me to express myself, discover more about travel and tourism sector roles, develop content, and promote the travel and tourism industry. I monitor all connected postings across multiple platforms such as Facebook, Twitter, and Instagram and measure success based on how many times people click on these links. I adore creating unique material and coming up with creative strategies to attract new consumers and promote our business, as well as analysing audience preferences and identifying current trends.



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All of the team at Future You would like to wish everyone a very Happy Christmas and a prosperous and healthy New Year!

If you would like to find out how you can get involved, please get in touch and don't forget to follow us on [Twitter](#), [Instagram](#), [Facebook](#), [Linked In](#) and, coming in 2023 – **TikTok!**

www.ittfutureyou.com **#ITTFutureYou**

May your holidays sparkle with joy and laughter!

