

# STEM PROFESSIONALS GO BACK TO SCHOOL SCHEME

Under the patronage of Mr Tibor Navracsics, Member of the European Commission

## WHY?

The aim of #PGB2S is at closing the gap between industry and education sectors and at raising students' awareness around **STEM careers**. Give visibility to the engagement of **your company** addressing the STEM skills gap and inspire a generation by sharing your job, passion and motivation! Additionally, you can provide practical hands-on guidance for students regarding their future career possibilities.

## WHEN?

The programme is going to take place in spring 2017 with a peak of activities around the annual STEM Discovery Week, from the 24th to the 30th of April! However, the visit can take place also around that week.

## HOW?

The STEM Alliance will provide all necessary information to make sure professionals' contributions during the visit in the school is meaningful. The scheme will propose a **#PGB2S Booklet** with suggestions on content to address students, a unique **#PGB2STool** to get you in touch with schools and **Promotional Material** enabling employers to promote and include the scheme as part of their volunteering days.

By taking part in the **#PGB2S** scheme, you will have possibility to actively impact societal change and fast evolving needs of new STEM talents!

[HTTP://WWW.STEMALLIANCE.EU/PGBS](http://www.stemalliance.eu/pgbs)

## HOW CAN YOU CONTRIBUTE?

### Example of a Twitter post

Spark an interest in #students minds with #STEM Professionals Go Back To School Scheme! Subscribe now to #PGB2S! <http://bit.ly/STEMpgb2s>

### Example of a Facebook post

Be the role model for future #STEM professionals and show students how exciting your career is! With the STEM Professionals Go Back To School scheme you will have the chance to go back to school and impact on students' career paths. The #PGB2S scheme will provide you with all the information about the school visit and match you with interested schools, but you can also suggest a school of your choice! Register now on <http://www.stemalliance.eu/pgbs>

### News, blog and e-mail

Make sure that you provide a link to the Professionals Go Back To School Scheme on the STEM Alliance's website:

<http://www.stemalliance.eu/pgbs>

### Posters, animations & more social media

Attach an image to your post on social media, news, blog or even an e-mail. Find other samples of social media posts here!

<http://www.stemalliance.eu/pgbs/promotion>

### Social media

Share information with your contacts on Facebook or Twitter by using the **official hashtag #PGB2S**

## NEED MORE INFORMATION?

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