

Babbasa Insight Days

Linking you with the community

Hold an Insight Day for underrepresented young people at your organisation.

What is an Insight Day?

An Insight Day is a half-day event, where Babbasa arranges and accompanies 5-10 local young people to visit your workplace and gain valuable insights into your industry and organisation, and the types of roles within them. By taking part in an Insight Day, your organisation helps create a world where all young people are inspired and able to realise their professional ambitions, irrespective of their background.

Key Benefits



Support Local Youth & Strengthen Community Engagement

Showcase your commitment to equity, diversity and inclusion by engaging directly with local young people from diverse backgrounds.



Build Diverse Talent Pipeline

Connect directly with eager and talented young people who are keen to learn about your industry and who are potential future employees and advocates. Gain fresh perspectives and insights from the next generation, gaining invaluable insight on becoming a more diverse recruiter.



Enhance Employee Engagement & Inspiration

Provide your employees and senior management with the opportunity to interact with young people. Boost morale and foster a culture of learning by engaging with the curiosity and talent of the next generation from diverse backgrounds.



Boost Brand Image and Public Relations

Leverage an opportunity for positive media coverage, allowing you to highlight your company's values and commitment to social causes. Enhance your brand image, setting you apart as an employer of choice dedicated to diversity, inclusion and community development.

Testimonials

"It was fantastic to speak to the young people that joined us and we are looking forward to continuing working with Babbasa throughout 2024 and beyond."

-Loungers plc

"The Insight Day with Thrive Renewables was super amazing! I got to meet members of the company, got to take a trip to a wind farm and see how all of that worked, and got to peek into the workings of the business as well, which was quite helpful for me."

-Laughter, Babbasa young person.

"We're so happy to hear from the attendees that it was such a valuable experience, helping them to build knowledge and industry connections."

-Silverback Films



What's Included in an Insight Day?

Babbasa Insight Day

Half-day Social Value Event	✓	Welcome 5-10 local young people into your workplace for a half-day event, providing them with valuable insights into your industry and organisation.
Outreach to Babbasa Young People	✓	Access thousands of local young people who are interested in your industry and eager to learn more.
Promotion to Local Educational Institutions	✓	Promote your Insight Day through our local education partners for a wider reach.
Managed Communications with Young People	✓	We help overcome barriers to attendance - such as confidence or lack of understanding - by encouraging and supporting young people to participate.
Logistics Planning	✓	Once we have agreed on a date with you, we will schedule the young people and manage the logistics of getting them to and from your location.
Daily Young Person Stipend	✓	Provide a stipend to cover travel expenses and encourage young people to attend.
Insight Day Planning Support	✓	Receive a recommended day structure. Leverage our experience of delivering over 50 Insight Days, with direct support from a Babbasa team member to assist with planning.
On The Day Support	✓	Our team is present on the day to assist with signing in participants and ensuring the smooth running of the event.
Enhancing Employee Perspectives	✓	Provide your team with the opportunity to engage with young people from minoritised communities, widening their perspectives on diversity and inclusion issues.
Managed Introductions Post-Event	✓	If you wish to contact the young people after the event, we will facilitate introductions.

Optional Extras

Professional Photography	✓	Receive a minimum of 30 high-quality, edited images with full rights for your use in marketing and internal communications.
Joint Press Release	✓	Collaborate on a press release to maximise publicity and highlight the positive impact of the event, creating Social Value press coverage that cannot be replicated.
Comprehensive Impact Report	✓	Obtain a detailed report featuring survey statistics and a polished PDF summarising the event's outcomes and benefits.