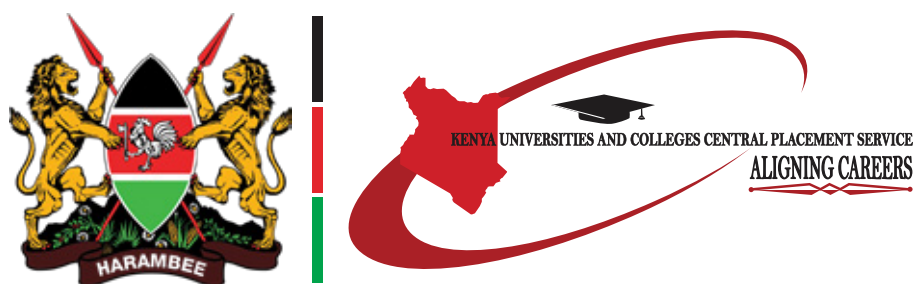




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# **1<sup>st</sup> National Career Conference and Exhibition 2026**



# **NATIONAL CAREER CONFERENCE AND EXHIBITION 2026**

Nairobi, Kenya

## Introduction

Kenya Universities and Colleges Central Placement Service was established under the Universities Act No. 42 of 2012 on December 13, 2012. The mandate of the Placement Service is to coordinate the placement of the government sponsored students to universities and colleges; disseminate information on available programmes, their costs, and the areas of study prioritised by the Government; collect and retain data relating to university and college placement; advise the Government on matters relating to university and college student placement; develop career guidance programmes for the benefit of students; and perform any other function assigned to it under the Act.

Developing career guidance programmes is a key function of the Placement Service. Through guidance and mentorship programmes, students are empowered to make informed choices regarding their future career prospects. Selecting a career path is a fundamental decision that every student makes thus, with appropriate counsel, every student will be assisted to identify and pursue a career that suits them.

The National Career Conference and Exhibition will provide a platform for showcasing career opportunities offered by universities, TVET colleges and other tertiary learning institutions in Kenya. The Expo will bridge the gap between higher education and training, and the labour market. It will guide students to make informed education and career choices and empower parents/guardians, training institutions and relevant stakeholders to be agents of change, actively contributing to the national development. Lastly, it will be a forum for multi-agency dialogue on higher education and training in Kenya as well as exposing the KUCCPS brand and mandate.

## Rationale

With ongoing reforms in basic and higher education and training, career guidance is in great demand. The Competency Based Education (CBE) system, which is under implementation, is providing students with a broad range of new educational opportunities, through new learning pathways, tracks and subjects in basic education (Basic Education Curriculum Framework, 2019).

Accordingly, the Report of the Taskforce on Enhancing Access, Relevance, Transition, Equity and Quality for Effective Curriculum Reforms Implementation (2020) and the Sessional Paper on Reforming Education and Training for Sustainable Development in Kenya (2019) recommend that career guidance should be implemented to prepare learners to make meaningful decisions regarding these learning pathways, tracks and subjects.

Similarly, the Competency Based Education and Training (CBET) curriculum provides for the development of TVET courses that are aligned to the needs of the labour market. Hence, trainees in TVET institutions require to be provided with career guidance support to make informed education and training choices (Competence Based Education and Training Policy, 2018).

As the Government body mandated to develop career guidance programmes and place students in tertiary institutions, KUCCPS has the responsibility of guiding secondary school graduates as well as other youth seeking career and training opportunities. For this reason, KUCCPS is organizing an annual career conference and exhibition that will bring together students, parents, guardians, teachers and various stakeholders in the education and corporate sector to interact and engage with the purpose of aligning careers.

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|----------------------------|--|
| <b>Overall Objective</b>   | The broad objective of the National Career Conference and Exhibition is to provide a forum for students, the youth, teachers, parents/guardians, and various stakeholders to interact and network with a view of enhancing career guidance and mentorship.   |
| <b>Specific Objectives</b> | <p>To provide a one-stop national event for career guidance of secondary school students, mentorship by professionals, educational exhibition, conference presentations and branding.</p> <ol style="list-style-type: none"> <li>To assemble students from all parts of Kenya and exhibitors from various sectors for a national career guidance conference and expo.</li> <li>To disseminate KUCCPS information and career guidance materials and create brand awareness during the conference.</li> <li>To convene universities, colleges, professional bodies, regulators and government institutions in one place to create a forum for exchange of ideas, experiences, lessons learnt and dialogue on career guidance.</li> <li>To mobilise sponsorships and collaboration with a view of raising funds to support the event budget.</li> </ol> |
| <b>Expected Outputs</b>    | <p>The career expo is expected to generate the following outputs:</p> <ol style="list-style-type: none"> <li>A national career guidance conference and exhibition attended by students, universities, colleges, professional bodies/regulators, and government agencies, among others.</li> <li>Sponsorships to support the event budget.</li> <li>Branding and career guidance information materials and presentations.</li> <li>Media coverage/adverts/articles.</li> <li>Career guidance forum and expo report.</li> </ol>  |

**Format  
(Mode of  
Delivery)**

The format of the career expo is designed to appeal to the interests of a multi-stakeholder audience and to maximise the interaction of participants. For this reason, the approach for career discussions will be both from professional experience and academic contexts. These will be characterised by a main event incorporating conference presentations, panel discussions and Q&As, and side events around the exhibition area.

**Panel discussions;** Key panellists will be invited to discuss thematic topics. Discussions will be preceded by brief presentations to guide the discussion. Thematic areas will form the plenary discussions. Panellists will be identified based on the objectives of the career expo. There will be interactive (Question-Answer Sessions)

**Conference Presentations:** There will be presentations based on the thematic topics.

**Exhibitions;** Exhibitions will be self-financed side events aimed at attracting relevant stakeholders to provide career mentorship, advisory, and education, as well as showcasing products, services, career opportunities and technologies.

**Venue and  
Date**

The National Career Conference and Exhibition is scheduled for 26th – 30th January 2026, at Kenyatta International Convention Centre (KICC) to optimize stakeholder access and align with the launch of the 2027/2028 Placement Cycle applications and for the following key reasons;

**i. Centralized Access for National Participation**

The event's goal to "assemble students from all parts of Kenya" requires a centrally located hub. As Kenya's primary transport and logistics center, Nairobi offers unparalleled accessibility. Its extensive connectivity via air (JKIA), rail, and road networks makes it the most logical and cost-effective convergence point, ensuring maximum nationwide participation and inclusivity.

## **ii. Concentration of Key Stakeholders and Partners**

The event's success depends on the involvement of high-level institutions, most of which are headquartered in Nairobi. These include:

- Key Government Ministries: Including the Ministry of Education and the Ministry of Labor & Social Protection.
- Regulatory and Professional Bodies: Essential for meaningful dialogue on career pathways.
- Major Sponsors and Corporates: The entities capable of meeting the proposed sponsorship packages (up to Kshs. 1,000,000) are predominantly based in Nairobi.

Hosting the event in the capital minimizes travel and logistical barriers for these crucial partners, securing their attendance and support.

## **iii. Superior Event Infrastructure**

The conference format incorporates a main conference, panel discussions, an exhibition, and media events that requires robust, integrated facilities. Nairobi possesses state-of-the-art convention centers (e.g., KICC) and hotels with the capacity and technological capability to host a large-scale national event seamlessly, a capacity unmatched by other towns.

## **iv. Maximized Media Impact and Brand Awareness**

A core objective is to "disseminate KUCCPS informational and career guidance materials and create brand awareness." As the center of Kenya's media industry, Nairobi guarantees comprehensive coverage from national television, radio, and print outlets. This will amplify the event's key messages and significantly strengthen the KUCCPS brand across the country.

## **v. Strategic Alignment with a Long-Term Rotational Plan**

The concept note proposed an annual, rotationally hosted event. Establishing the inaugural conference in Nairobi creates a strong operational foundation and a proven model for success. A successful launch in the capital will generate significant momentum and brand equity, which can then be leveraged to expand the event's reach to other major towns like Mombasa, Kisumu, and Nakuru in subsequent years.

|                                       |   |
|---------------------------------------|---|
|                                       | To maximize nationwide impact, the event will be hosted annually, strategically rotating its location each year to reach diverse stakeholders in different regions of the country.  |
| <b>Partnership and Collaborations</b> | Being the host and organiser, KUCCPS will seek to collaborate with like-minded partners drawn from the public and private sectors to ensure comprehensive and meaningful engagements.   |
| <b>Partners and participants</b>      | <p>The expo targets at least 1,500 daily participants from a multidisciplinary audience. The participants will constitute representatives from the following:</p> <ul style="list-style-type: none"> <li>i. National and County Government institutions including the Ministry of Education, Ministry of Labour &amp; Social Protection, Sports, Youth Affairs, Creative Economy and Sports and their Agencies.</li> <li>ii. MDAs, NGOs and Private sector.</li> <li>iii. Industry players including Regulatory/Professional Bodies.</li> <li>iv. National Parents Association.</li> <li>v. Universities, TVET institutions &amp; Colleges.</li> <li>vi. Secondary schools (Teachers, Guardians and Students).</li> <li>vii. General public.</li> <li>viii. Media.</li> </ul> |
| <b>Key lessons and way forward</b>    | Rapporteurs will summarize the discussions and highlight pertinent issues and potential solutions for transferable practice. An expo report will be prepared for future use.  |
| <b>Evaluation</b>                     | The success of the conference will be evaluated based on the achievement of the outlined objectives and outcomes. A plan will be established to monitor the implementation of action items and recommendations. A post-conference report will be published to disseminate key insights and findings.  |
| <b>Conclusion</b>                     | Through collaborative efforts and engagement of experts and stakeholders KUCCPS aims to create awareness, share knowledge and advocate for career guidance and development as a tool to enhance and diversify its mandate of aligning careers.  |



## Sponsorship Categories



### **Kshs. 1,000,000**

#### **Benefits:**

- Unlimited branding of the main event hall/venue
- 30-minute presentation to the entire audience
- Exhibition booth 6m\*3m, labelled with the sponsor's table and 5 seats
- Six conference badges
- Organization/Company banners to be displayed in the venue(s) of opening and closing ceremonies.
- Acknowledgement in all publicity
- Organization name and logo on all publicity material and adverts
- Media mentions/Recognition by the MC
- Logo placement on social media platforms



### **Kshs. 500,000**

#### **Benefits:**

- Branding of the main event hall/venue (dais and lobby) – with a maximum of 2 roll-up banners
- 20-minute presentation to the entire audience
- Exhibition booth 6m\*3m, labelled with the sponsor's name; table and 3 seats
- Four conference badges
- Acknowledgement of support all publicity materials
- Organization name and logo to be printed on event's program and advert
- Media mentions/Recognition by the MC
- Logo placement on social media



### **Kshs. 300,000**

#### **Benefits:**

- 1 roll-up banner in the main event hall
- 15-minute presentation to the entire audience
- Exhibition booth 3m\*3m, labelled with the sponsor's name; table and 2 chairs
- Three conference badges
- Organization/Company banners to be displayed in the exhibition grounds.
- Acknowledgement of support in all publicity
- Organization name and logo to be printed on event's program and poster
- Media mentions/Recognition by the MC
- Logo placement on social media platforms



### **Kshs. 250,000**

#### **Benefits:**

- 15-minute presentation to the entire audience
- Exhibition space 3m\*3m labelled with the sponsor's name, table and 2 chairs
- Two conference badges
- Acknowledgement of support in all publicity
- Organization name and logo to be printed on event's program and poster
- Media mentions including logo in the livestream
- Recognition by the MC
- Logo placement on social media



### **Kshs. 150,000**

#### **Benefits**

- 10-minute presentation to the entire audience
- Two conference badges
- Exhibition space 3m\*3m labelled with the sponsor's name, table and 2 chairs
- Acknowledgement of support in all publicity
- Organization name and logo to be printed on event's program and poster
- Media mentions
- Recognition by the MC
- Logo placement on social media

**Exhibition Option for Universities and Colleges**  
**Stakeholders who opt to take up exhibition space will fall into the following categories:**

- a. Universities: **Kshs. 100,000**
- b. Colleges: **Ksh. 70,000**

The exhibition charges will cover the following:

- Labelled booth
- Table
- Two chairs
- Lighting

### **Payment Instructions**

**Name:** Kenya Universities and Colleges Central Placement Service (KUCCPS)

**Bank:** KCB Bank

**Branch:** University Way

**Account Number:** 1151285021

### **Contact Information:**

1st National Career Conference and Exhibition

Kenya Universities and Colleges Central Placement Service (KUCCPS)

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