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**BRADFORD - CITY OF CULTURE**My Pitch Idea

My idea for the City of Culture Bradford festival is to call influencers into Bradford to talk to Bradford youth, students, and teenagers, who want advice for their careers, and they are eager to find out how the idols, influencers and how one has the job they dream off.

The way I made this pitch appealing for my target audience is by relating it to them. To what us young people would want. The advantages us as Bradford people want which now, we are disadvantaged off. These kinds of events will happen in big places like London, Manchester, Sheffield, Shipley etc.

I feel in Bradford we do not get the luck of big people such as film producers, marketers, editors, or stars do not come to any event in Bradford, just to visit or to give a speech or career advice. However, those who are in other cities such as London they get these opportunities. As Bradford young people we need to go from our city to another city just to listen to how for example our role model got into the job they wanted and if they always knew they were going in that direction and were they any obstacles they faced along the way.

I feel like with this festival of calling one or two influencers coming to talk to the youth, it will benefit us in many ways as other influencers and well-known people will feel more encouraged and, in the need, to come to Bradford to talk to the young people. A big example why we need good opportunities like this in Bradford is for example screen Yorkshire. Media students want opportunities to be able to go in the industry, however students that are in London or Manchester or Leeds they have a more chance to go into the industry as screen Yorkshire or ITV4 are in these cities so they can easily apply and go from college to there. Well for Bradford cities it's out of the city to get opportunities like this. This makes things complicated as some of us cannot afford to get to different places. However, if we get events like this in Bradford, maybe influencers like this will be able to influencers big industries to open small clubs in Bradford to help people get experience and have a chance to come in the industry.

This may be a small thing for the UK and for the influencers, but it would be a big and great opportunities for Bradford youth, people, businesses, education systems and for tourism. As a person who has been brought up in Bradford, I have seen the struggles as a Bradford Teenager and Student faced. Many of us go through the struggles of when applying for colleges or universities we are encouraged to go to different cities for education purposes and for jobs, from Bradford community and people. With this festival, many people will be aware of the good opportunities in Bradford and be more willing to come see Bradford. Moreover, this may bring in more job opportunities for Bradford people inside Bradford.