

Gaming is the way ahead for NEETS say experts

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Cerco Communications

For the nearly 1 million young million people who are classed as 'NEET' (Not in Education, Employment or Training) their future in the current economic climate is very uncertain.

For those who are lacking in qualifications their future may be bleak.

So Eureka Youth (<http://www.eurekaschools.co.uk>) has been pioneering new training methods for these young people.

Their approach is to engage with the students using a medium that they enjoy and respond to - the world of electronic gaming.

If you were to drop in on a Eureka training course you would see a group of young people playing on a Playstation.

However if you were to stop and look more closely you would see the students developing skills in sales and marketing, ICT, CV writing, time management and project skills.

Trainer Donna Cranny said "Electronic Games are an area to which young people can relate and, more importantly it is an area they are willing share their opinions and knowledge of. At Eureka we've taken the Playstation platform to develop practical training that gives young people transferable skills that they can take to an organisation".

But the gaming industry was not only chosen because it is a sector to which young people can relate.

Patricia Seabright, Director of Eureka Youth said, "The gaming industry as a whole now makes more money than Hollywood and the UK is a leading play in the gaming sector. This is an industry which is constantly adapting with new product development, sales and marketing all playing a crucial part in the success of businesses operating in this sector making it a perfect choice on which to build our unique training around."

Eureka Youth offers training for both NEETS and Pre-NEETS and is currently offering training courses in the Bedfordshire, Hertfordshire and London areas.

For more information call Donna Cranny on 07904576780 or email dcranny@eurekaschools.co.uk

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Eureka is one of the UK's leading experts on training NEETs and ensuring that they get the life skills that they need to become a success in life.

Based in Hertfordshire, they specialise in engaging young people through gaming and other innovative techniques.

Eureka Youth (<http://www.eurekaschools.co.uk>)

Contacts

Eureka

Donna Cranny

Email: dcranny@eurekaschools.co.uk

Tel: 07904 576780

Cresco Communications

Sabra Swinson or Jane Thompson

Email: sabra@cercocommunications.com or jane@cercocommunications.com

Tel: 01727 847407