**National Highways - Suggested email copy to send to Step Up students (University + HE)**

Subject line suggestion – Gain free virtual work experience with National Highways

Good afternoon xxxxx

I wanted to make you aware of a **virtual work experience** opportunity with **National Highways,** through the Digdata programme.

The “Step Up” (University + HE) **National Highways live online career challenge** is being held on **Thursday 5th December at 6pm.** It is free to attend and will give you the opportunity to solve a real business problem, develop data literacy and key employability skills and earn certification.

This will look great on your cv, LinkedIn profile and future job applications.

Whether you’re studying maths or music, business or biology, data literacy experience will add value to your future skill set.

Attending this event will give you a head start in learning about new and exciting careers that require data literacy skills.

**What you will gain**

* The opportunity to solve a real business problem
* Virtual work experience with National Highways
* Develop problem solving, data literacy skills, storytelling, and presentation skills
* Certification

Don’t have much or any work experience on your CV? This is the perfect opportunity to get some and be awarded certification.

**Click** [**here**](https://digdata.online/national-highways-career-challenges/) **to find out more about the Meta live online career challenge.**

[Register NOW to reserve your place](https://digdata.online/national-highways-career-challenge-step-up-registration-form/)

www.digdata.online

Kind regards,