

National

Apprenticeship Week

Toolkit

6-10 February 2012

1	Introduction.....	3
1.1	Welcome to the National Apprenticeship Week Toolkit.....	3
2	Background	3
2.1	The NAS.....	3
2.2	What is National Apprenticeship Week?	3
2.3	When is National Apprenticeship Week?	4
2.4	Who will be involved in National Apprenticeship Week?	4
2.5	Who are the National Apprenticeship Week messages aimed at?.....	4
2.6	National Apprenticeship Week 2011 highlights	4
3	National Apprenticeship Week 2012 (6 – 10 February).....	6
3.1	How can I get involved?	6
3.2	The Theme.....	7
3.3	Event and Activity Ideas	7
3.4	Key Messages.....	12
3.5	The Hub	14
3.6	Submitting your activity information.....	14
3.7	Getting People Involved	15
4	Getting Media Coverage.....	16
4.1	How can your event generate media coverage?	16
4.2	What makes a good story?.....	16
4.3	Targeting the media	16
4.4	Press Releases	17
4.5	Inviting the media to your event	17
4.6	Selecting and briefing spokespeople.....	18
4.7	Telling people how the day went	18
4.8	Event photography	18
4.9	Case studies	19
5	Templates.....	21
6	Apprenticeship Myths...and the reality	21
7	Contacts	21
7.1	Event Information	21
7.2	General enquiries.....	22

1 Introduction

1.1 Welcome to the National Apprenticeship Week Toolkit

This toolkit is designed to give you all the information you need about National Apprenticeship Week 2012. We know that the success of National Apprenticeship Week is down to the commitment and involvement of our partners, so this pack contains practical advice and ideas to help you run your own events and communications activity. There has never been a more crucial time to work collectively to promote Apprenticeships and encourage more employers and individuals to get involved.

If you have any further queries on National Apprenticeship Week after reading through the toolkit please contact the National Apprenticeship Service (NAS) – all the contact details are on the final page of the toolkit.

Nikki Shuttleworth

**Head of Apprenticeships: Marketing and Communications
NAS**

2 Background

2.1 The NAS

The NAS supports, funds and co-ordinates the delivery of Apprenticeships throughout England. We are responsible for increasing the number of Apprenticeship opportunities and providing a dedicated, responsive service for both employers and learners. This includes simplifying the process of recruiting an apprentice through Apprenticeship vacancies, an online system where employers can advertise their Apprenticeship job vacancies and potential apprentices can apply.

We also manage WorldSkills UK; a portfolio of skills competitions and activities run in partnership with organisations from industry and education.

Apprenticeships bring considerable value to organisations, employers, individuals and the economy. Businesses across the country are increasingly realising the enormous benefits that Apprenticeships create, not only in terms of developing a highly skilled workforce but also by boosting productivity and staff retention.

Research shows that Apprenticeships are an optimal way of training, developing and skilling people for the future, helping businesses to secure a supply of people with the skills and qualities they need and which are often not available on the external job market.

2.2 What is National Apprenticeship Week?

Now in its fifth year, National Apprenticeship Week is the time when all eyes are on Apprenticeships and it's all about raising the profile amongst employers, individuals, teachers, parents and the media.

The objectives of National Apprenticeship Week 2012 are:

- To engage and persuade employers of the advantages of employing and supporting apprentices in their workplace
- To highlight the talent and skills of apprentices to employers and the wider public
- To highlight the range of Apprenticeships available in different sectors and the progression routes available to potential apprentices.

2.3 When is National Apprenticeship Week?

National Apprenticeship Week 2012 will take place from 6-10 February 2012.

2.4 Who will be involved in National Apprenticeship Week?

We are working on a programme for the Week which builds on previous years' successes. Everyone with an interest in Apprenticeships across England is encouraged to get involved in the Week.

This could range from running and promoting your own National Apprenticeship Week themed event/activity, or by visiting one of the many events that will be taking place in your region during the Week. Previous supporters of National Apprenticeship Week have included: learning providers, colleges, employers, Sector Skills Councils, trade bodies, TUC, Chambers of Commerce, careers services, local authorities, schools, teachers, MPs, apprentices and potential apprentices, parents, carers and many others.

2.5 Who are the National Apprenticeship Week messages aimed at?

We will be targeting:

- Employers who have not employed apprentices before and are not aware of the business benefits they can bring
- Employers who already have apprentices and may consider recruiting more to other areas of their business
- Employers who have employed apprentices in the past but don't currently
- Young people who are potential apprentices and their key influencers, including parents and teachers.

2.6 National Apprenticeship Week 2011 highlights

Thanks to the support of our partners, National Apprenticeship Week 2011 was hugely successful in raising the positive profile of Apprenticeships.

The highlights were:

- More than 500+ events and activities took place across the country
- Over 1,250 pieces of national, regional and trade press coverage were generated
- Over 220 pieces of broadcast media coverage, including 56 TV slots (BBC x 28, ITV x 20, Sky News x 6, CNBC x 2)
- 72 Ministers and MPs "going back to the floor", visiting employers and apprentices in their local constituencies
- Over 650 employer calls to the NAS helpline (08000 150 600) during the week alone; staying at an average of 500 calls for the following six weeks
- Five organisations released positive Apprenticeship related research during the Week
- Longevity of press coverage – related articles were still appearing in the media 3 months afterwards.

Website and Social Media:

- Number of hits (visits to apprenticeships.org.uk over the week = 175,000. In 2010 we had 100,000 during National Apprenticeship Week)
- Number of visitors to the website over the Week: 130,000
- Facebook views during National Apprenticeship Week: 16,900; with 1,500 'likes'
- Total Twitter followers up to/including Sunday 13 February 2011: 3,221 and Apprenticeships were 'trended' for the first ever time (ie one of the top ten things being discussed on Twitter).

Here is just a small selection of the 2011 National Apprenticeship Week events that took place across the country:

National

The National Apprenticeship Week Launch – Monday 7 February 2011, London

Apprenticeship employer BT held a launch event in London to encourage other employers to take on apprentices. The event was attended by senior government ministers, Vince Cable and John Hayes, along with Mayor of London, Boris Johnson.

North West

All on Board the Mersey Ferry! – Friday 11 February 2011, Liverpool

Neil Scales, Chief Executive of Merseytravel, went back to the deck for National Apprenticeship Week 2011. The North West Apprenticeship Ambassador swapped the board room for a day to work alongside Mersey Maritime apprentices on the River Mersey.

West Midlands

Apprentice Taster Training – 7 – 10 February 2011, Birmingham

Practical 'hands-on' taster sessions offered an insight into the world of manufacturing. Held at the EEF Apprentice and Skills Training Centre, the event gave students the opportunity to sample various manufacturing skills and techniques to help inform them about the career pathways available within the sector.

East Midlands

Super Sonic Car Team Educated Students – Activities all Week, Derby

The team behind the latest World Land Speed Record attempt visited Derby College to give an insight into how the car was made. Visitors were able to find out how skills in engineering, maths, science, IT, and even textiles and geography had been used to create the incredible car. Driver Andy Green also gave presentations and talks during their visit.

East of England

Suffolk Construction Challenge – Friday 11 February 2011, Ipswich

50 of Suffolk's best construction students from 5 local schools competed against each other in several trade disciplines at Otley College. The tasks were judged by construction companies based on quality, teamwork and health and safety.

South East

Scrap Heap Challenge – Wednesday 9 February 2011, Eastleigh College

Apprentices and school children worked as teams to solve an engineering challenge – to design, make, test and present a glider that could hold an egg! The pupils gained knowledge and understanding of the skills necessary to study Engineering and Automotive Apprenticeships.

Yorkshire and Humber

'Apprentice Hopefuls Asked to Rise to the Challenge' – 9 – 11 February 2011, Barnsley

Fosters Bakery gave apprentice hopefuls the chance to try their skills in its factory based in Barnsley, South Yorkshire and one lucky candidate was offered an Apprenticeship with the bakery and confectionary specialist.

North East

Supply Chain Event – Wednesday 9 February 2011, Washington

High profile car manufacturer and Apprenticeship employer, Nissan UK, organised a breakfast event for companies in their supply chain to encourage them to recruit apprentices for the first time or take on more.

South West

Woodwork Appreciation Workshops – 8 – 10 February 2011, Bristol

Furniture and woodwork sector training provider Didac, ran furniture and woodwork appreciation workshops for students and teachers in partnership with the Sector Skills Council Proskills, to promote Apprenticeships and careers in the sector.

London

Creative and Digital Media Apprenticeships Live at the British Film Institute – Friday 11 February 2011, London

The NAS, in collaboration with the regeneration agency Creative Process, hosted an evening at the British Film Institute (BFI) to showcase the Creative and Digital Media Apprenticeship. The event was opened by Channel 4's Head of Learning and 4Talent Jo Taylor.

3 National Apprenticeship Week 2012 (6 – 10 February)

3.1 How can I get involved?

National Apprenticeship Week can only be successful with the support of a wide range of partners and we would like to encourage as many organisations and individuals as possible to get involved.

This toolkit is a great starting point if you want to take part in National Apprenticeship Week 2012. It should give you some ideas and inspiration for events and activities that you could organise and promote as part of the Week, as well as handy tips on how to get the media interested and reach a wider audience. There are many more suggestions on apprenticeships.org.uk to help kick start your plans, just click on the [events section](#) and you can view all the activities that have taken place in each region over the last 4 years.

3.1.1 Why run an event?

Holding an event is a great way to attract the attention of employers, potential apprentices and the media and to get the positive message behind National Apprenticeship Week out to as many people as possible. (See [Section 2.6](#) for National Apprenticeship Week 2011 highlights).

3.1.2 Where do I start?

This toolkit aims to provide you with information and practical resources to help you plan, manage and promote your National Apprenticeship Week event. So whether you have run events before or this is your first time, there should be something to help you.

The theme for National Apprenticeship Week 2012 is detailed below, along with some practical event and activity suggestions which you could adapt or which might help you to develop your own innovative activity ideas.

3.2 The Theme

The overarching theme for National Apprenticeship Week 2012 is:

“Get with Apprenticeships”

This is to complement the new national Apprenticeship marketing campaign. It’s about showcasing the talents, skills and commitment of real apprentices and their employers – utilising their experiences to positively inform and persuade others to get involved in Apprenticeships.

You can find out more about the new national campaign and associated marketing materials on apprenticeships.org.uk.

3.3 Event and Activity Ideas

There are many suggestions and ideas on apprenticeships.org.uk to help you develop your plans. Below are just a few ideas for events and activities that you may wish to consider.

3.3.1 Ideas for Employers

Apprenticeship employers could showcase the skills and talents of their apprentices and highlight their commitment to Apprenticeships by organising “**Get with Apprenticeships**” themed events and activities, which could include:

- Arranging for your Managing Director to go “**back to the floor**” and shadow one of your apprentices for the day.
- Organising a “**job swap**” where a senior manager spends a morning shadowing an apprentice and they swap in the afternoon, so the apprentice gets the opportunity to find what his/her future could hold as they progress with the company.
- Hosting an **event with your supply chain** or other organisations in your networks to encourage those that don’t currently have apprentices to consider introducing them.

- Arranging an **open day** at your premises for visitors, where potential apprentices and their parents get the opportunity to talk to current and former apprentices and take a guided tour around the workplace.
- Holding an **awards ceremony** for your apprentices to celebrate their achievements. (Don't forget to nominate your winners for a [National Apprenticeship Award](#) too!)
- Setting up an “**Apprenticeship Hall of Fame**” in your reception area to showcase and chart the success of employees who started out as apprentices.
- Visiting and **presenting at a local school** with some of your apprentices, to educate pupils on the benefits of Apprenticeships and the potential opportunities available.
- Taking your apprentices out into the **community** to show off their skills and make a positive difference. For example, horticultural apprentices could volunteer to make over a local hospice garden or hair and beauty apprentices could carry out pamper sessions at a local care home - the possibilities are endless!
- Inviting a journalist from your local newspaper to come and **job shadow** one of your apprentices for a few hours.
- Making a **media announcement** about your intention to increase your apprentice numbers.
- Supplying the NAS with a **positive quote** to explain why you are “With Apprenticeships”. This will be added to our [website](#). (Please include your job title, business size, type and location with your quote).
- Supplying the NAS with positive **quotes from your apprentices** to explain why they are “With Apprenticeships.” These will be added to our website.
- Writing a **case study** about the value apprentices bring to your business and sending it to the media and NAS. You may wish to follow the format of [these examples](#).
- Adding the [National Apprenticeship Week supporter logo](#) and a link to the [apprenticeships.org.uk](#) website to your e-mail signature, website and other communications.
- Entering your talented apprentices into [WorldSkills UK national competitions](#) where they could be in with the chance of being named as the ‘best in the UK’ in their skill area. Exceptional competitors from this year’s cycle of WorldSkills UK national competitions could be invited to compete for a place in the team that represents the UK at the international skills competition WorldSkills. The next WorldSkills competition takes place in Leipzig, Germany, in 2013

There are lots more event and activity ideas on [apprenticeships.org.uk](#)

3.3.2 Ideas for Training Providers and Colleges

Apprenticeship providers could showcase the skills and talents of the apprentices and employers they work with and highlight their commitment to Apprenticeships by organising “**Get with Apprenticeships**” themed events and activities, which could include:

- Holding Apprenticeship careers event and **open days/evenings**.
- Arranging sector specific Apprenticeship **careers events** for Year 10 and 11 pupils, which include lots of interactive activities and practical demonstrations of apprentices in action.
- Arranging a **breakfast event** to showcase the skills and talents of existing apprentices and their employers to potential apprentices and new employers.
- Utilising existing relationships with **local media partners** such as radio stations to organise National Apprenticeship Week themed activities eg radio presenters joining apprentices in their workplaces for the day.
- Organising an **awards presentation** event for your apprentices. (Don't forget to nominate your winners for a [National Apprenticeship Award](#) too!)
- Organising [WorldSkills UK](#) “**Have-a-Go**” events where potential apprentices can get involved in learning new skills.
- Running your own WorldSkills UK [pre-competition activity](#), where your apprentices pitch their skills against each other or against teams of apprentices from other colleges and learning providers.
- Taking your apprentices out into the **community** to show off their skills and make a positive difference. For example, horticultural apprentices could volunteer to make over a local hospice garden or hair and beauty apprentices could carry out pamper sessions at a local care home - the possibilities are endless!
- Organising **drop in** sessions for potential apprentices and employers.
- Support a “**100 in 100**” **campaign** during the Week.
- Organising a series of short **taster sessions** where local Year 10 and 11 pupils can find out more about working in a specific industry sector.
- Setting up an “**Apprenticeship Hall of Fame**” in your reception area to showcase and chart the successes of former apprentices your organisation trained.
- Supplying the NAS with **positive quotes** from Apprenticeship employers and apprentices you work with, which explain why they are “With Apprenticeships”.

These will be added to our [online quote bank](#). (Please include the apprentice/employer's job title, business size, type and location with the quote).

- Writing a **case study** showcasing exemplar Apprenticeship employers you work with and sending it to the media and the NAS. You may wish to follow the format of [these examples](#).
- Adding the [National Apprenticeship Week supporter logo](#) and a link to the [apprenticeships.org.uk](#) website to your e-mail signature, website and other communications.
- Entering your talented apprentices into [WorldSkills UK national competitions](#), where they could be in with the chance of being named as the 'best in the UK' in their skill area. Exceptional competitors from this year's cycle of WorldSkills UK national competitions could be invited to compete for a place in the team that represents the UK at the international skills competition WorldSkills. The next WorldSkills competition takes place in Leipzig, Germany, in 2013

There are lots more event and activity ideas on [apprenticeships.org.uk](#)

3.3.3 Ideas for Schools

Schools could raise students' awareness of Apprenticeships by organising “**Get with Apprenticeships**” themed events and activities, which could include:

- Inviting a local Apprenticeship employer and their apprentices to give a “**presentation**” to your students, explaining more about Apprenticeships and the benefits.
- Running a WorldSkills UK **skills competition** within your school, or in partnership with other schools. See the [schools toolkit](#) for guidance and resources.
- **Working in partnership** with a local college or training provider to deliver “Get with Apprenticeships” themed activity in the school, or take pupils to visit events they are running.
- Running your own [WorldSkills UK](#) “**Have-a-Go**” event to encourage your students to try a new skill.
- Adding the [National Apprenticeship Week supporter logo](#) and link to the [apprenticeships.org.uk](#) website to your e-mail signature, website and other communications.

There are lots more event and activity ideas on [apprenticeships.org.uk](#)

3.3.4 Ideas for Sector Skills Councils and Other Partners

Sector Skill Councils and other partners could showcase and raise awareness of Apprenticeships by organising “**Get with Apprenticeships**” themed events and activities, which could include:

- Including articles in your **own communications** to employers about the benefits of Apprenticeships and the Week.
- Organising an **event for employers** in your sector to promote Apprenticeships.
- Organising an event to promote Apprenticeships in your sector to **potential apprentices** and their parents.
- Releasing any positive Apprenticeship related research for your sector to coincide with the Week.
- Producing **case studies** showcasing exemplar Apprenticeship employers and apprentices you work with and sending them to the media and the NAS. You may wish to follow the format of [these examples](#).
- Organising a **media day** to promote Apprenticeships.
- Running your own, or encouraging your partners to run [WorldSkills UK](#) “**Have-a-Go**” events to encourage potential apprentices to try a new skill.
- Encouraging talented apprentices from your sector to enter [WorldSkills UK national competitions](#), where they could be in with the chance of being named as the ‘best in the UK’ in their skill area. Exceptional competitors from this year’s cycle of WorldSkills UK national competitions could be invited to compete for a place in the team that represents the UK at the international skills competition WorldSkills. The next WorldSkills Competition takes place in Leipzig, Germany, in 2013.
- Supplying the NAS with **positive quotes** from Apprenticeship employers and apprentices you work with, which explain why they are “With Apprenticeships”. These will be added to our [online quote bank](#). (Please include the apprentice/employer’s job title, business size, type and location with the quote).
- Adding the [National Apprenticeship Week supporter logo](#) and a link to the [apprenticeships.org.uk](#) website to your e-mail signature, website and other communications.

There are lots more event and activity ideas on [apprenticeships.org.uk](#)

3.3.5 Using Social Media

Social media is a fantastic way of promoting your activities to all different sorts of audiences. We will be using social media a lot in the build up to and during the Week.

Twitter and Facebook

If you promote any activities on Twitter, please make sure you include the hash tag #NAW2012 so that we can pick it up and re-tweet as much as possible. You can follow us on Twitter [@apprenticeships](#).

We also have an Apprenticeships fan page on Facebook (facebook.com/apprenticeships), so please join us. Here you can promote any events/activities you are organising and upload photos and videos of your activities. We will also be having polls and discussions on our fan page. If you have your own Facebook page, please make sure you tag us (NAS) so we “like” your activity.

3.3.6 Sharing pictures, videos and podcasts

If you have any photos, videos or podcasts of your activities, please share them with us. We will be looking at the best way to do this, so keep an eye out for more information on the Apprenticeships website.

3.4 Key Messages

To encourage the employers and potential apprentices who attend or read about your National Apprenticeship Week events and activities in the media to “**Get with Apprenticeships**”, you may wish to utilise the following Apprenticeship messages and key facts in your presentations and communications.

Key Facts

- Apprentices are employees who earn a wage and work alongside experienced staff in businesses to gain job-specific skills and nationally recognised qualifications
- Apprenticeships can take between one and four years to complete depending on the level of Apprenticeship, the apprentices' ability and the industry sector
- There are over 200 different types of Apprenticeship frameworks, covering more than 1,200 different job roles in a range of industry sectors, from engineering to boat building, veterinary nursing to accountancy.
- The training for 16-18 year old apprentices is fully funded by the Government.
- The minimum apprentice wage is £2.60 an hour – although the average is £170 per week take home pay
- WorldSkills UK national competitions raise participation, esteem and standards in Apprenticeships by providing apprentices with the opportunity to build confidence and knowledge of their skill helping them to progress the workplace.

Key Statistics

- Over 100,000 employers in over 160,000 workplaces in England offer Apprenticeships
- There were over a half a million (685,000) apprentices working in England throughout the 2010/11 academic year
- Provisional data shows 2010/11 Apprenticeship starts have risen by 58% compared to the full 2009/10 academic year. This is not only great news for young people, but also for employers and the economy
- Established sectors such as construction, manufacturing and engineering are continuing to support Apprenticeships as well as a significant increase in the service sector
- The range of occupations today is wide-ranging and diverse and Apprenticeships have developed to match this. Some of the fastest growing areas have been in IT, accountancy, childcare, health and retail

- At WorldSkills London 2011, the world's largest international skills competition, three former UK apprentices showcased their talent on the world stage, winning gold medals in [bricklaying](#), [stonemasonry](#) and [plumbing](#).

3.4.1 Key Messages for Employers

Apprenticeships are good for business – they provide real, measurable benefits for employers. They bring productive, enthusiastic and loyal people into your organisation and demonstrate your commitment to investing in your people to customers and suppliers.

New Higher Apprenticeship opportunities will be available soon, which means employers will be able to develop their staff to a higher standard and attract the very best candidates to support improved productivity and performance.

Reasons for employers to Get with Apprenticeships

- Apprenticeships are proven to be good for your business
- Apprentices increase productivity and efficiency. 80% of those who employ apprentices agree that they make the workplace more productive
- Apprentices are loyal and hardworking and help businesses grow. 88% of employers who employ apprentices believe that Apprenticeships lead to a more motivated and satisfied workforce
- 83% of employers who employ apprentices rely on their Apprenticeships programme to provide the skilled workers that they need for the future
- 81% of consumers would prefer to use a company that employs apprentices
- You can advertise your Apprenticeship vacancies free of charge to hundreds of potential apprentices on *Apprenticeship vacancies*, the official online recruitment system for Apprenticeships in England
- The NAS can support you every step of the way with your Apprenticeship recruitment, call them on 08000 150 600 or go to apprenticeships.org.uk.

3.4.2 Key Messages for Potential Apprentices

Apprenticeships are a great way to begin your career. You earn and learn on the job and at the same time, gain nationally recognised qualifications and enjoy career progression opportunities.

Reasons for apprentices to Get with Apprenticeships

- Apprenticeships are a great way to start a successful career. You earn while you learn and gain nationally recognised qualifications
- Apprenticeships are available in all sectors and industries throughout England. There are more than 200 different types of Apprenticeships available offering over 1,200 job roles, in a range of industry sectors, from engineering to boat building, veterinary nursing to accountancy
- Research has shown apprentices enjoy marked salary increases when they complete their Apprenticeship training
- New Higher Apprenticeship opportunities will be available soon, which will give apprentices access to exciting, new employment opportunities with great career progression options and valuable professional skills

- You can search and apply for [Apprenticeship vacancies](#) online, the official recruitment system for Apprenticeships in England. There are around 8,000 jobs on [Apprenticeship vacancies](#) at any time.

3.5 The Hub

NAS has created a 'Hub' of resources on its website that can be used by individuals and organisations that want to support the Week.

The Hub will be constantly updated in the run up to the Week, so please keep checking for any new resources. It will feature:

PR and Presentation Resources

Including:

- National Apprenticeship Week 2012 [Logos](#)
- An [image library](#)
- New apprentice film footage
- Case study database for [employers](#) and [learners](#)
- [FAQs and myth-busting](#) information
- "Get with Apprenticeships" marketing [campaign resources](#)
- Apprenticeship [employer quotations](#) database
- Case study [protocol](#) and templates to help you write your own [employer](#) and [apprentice](#) case studies, and examples for you to replicate

Other Resources and Support

- **Online Calendar** – So everyone involved in National Apprenticeship Week knows what's going on around the country, NAS will produce an online calendar featuring a national map of events, a regular e-bulletin and a Twitter feed and Facebook updates.
- **NAS and Apprenticeship Ambassador Speakers for Events** – Staff from the NAS will be happy to accept guest speaker invitations for partner events during National Apprenticeship Week. Our regional networks of employer Apprenticeship Ambassadors may also be able to offer support.

We will do our best to accommodate as many requests as possible, however due to limited resources we may not be able to accept every invitation. If you would like a guest speaker at your event either from NAS or an Apprenticeship Ambassador, please indicate this on your [Activity Form](#). Remember, the earlier you can make us aware of this the better.

3.6 Submitting your activity information

NAS would love to hear what you are planning for National Apprenticeship Week. The media often pick up on the most interesting events and activity from our website and press office, which can lead to additional promotion for your event and organisation.

We have created a simple [template](#) for you to submit your event details to us so we can add it to the activity calendar on our website.

Instructions

- Please stay within the maximum word count and write it in a style suitable for a public audience on our website. Do not use 'we', instead refer to your organisation by its name and in the third person. For example: ABC training is hosting an event at the Memorial Park. They are running classes for up to 10 people.
- We can only commit to promoting events on our website where the template has been fully and accurately completed.
- The deadline for submitting activity information is **Friday 27 January 2012**. We cannot commit to uploading activity information that arrives after this date.
- We will endeavour to upload information as quickly as possible. However, during very busy periods this will take up to 3 – 5 working days – so the earlier you submit information, the quicker it will appear on the website, allowing your event to receive even more exposure.

3.7 Getting People Involved

Getting people involved in your event is paramount to its success. It's important to think about ways of creating excitement and making your National Apprenticeship Week event something people will want to support.

3.7.1 Engaging employers

Attracting the interest of businesses that don't currently offer Apprenticeships is crucial but this can be difficult as business people are often very time limited. It's therefore important to tell employers what's in it for them if they come to your event. For example, the opportunity to network or the chance to get free advice on addressing training needs.

You may also want to contact local organisations and membership bodies that work with employers, such as your local Chamber of Commerce. They may have channels such as a newsletter or website that you can use to tell people about your event.

3.7.2 Engaging MPs and celebrities

In order to create an extra buzz around your event, you may wish to invite a local celebrity or MP. This person could be asked to take part in photo opportunities or media interviews too.

Whoever you invite to attend, it's important that you think about what you want them to do and give them a specific role to perform on the day. Let them know about your plans up front so they can see you have thought about how they can help support your event.

You can find out who your local MP is by visiting theyworkforyou.com and invite them to your event by sending a letter or email to their constituency office.

Once you have the contact details for the celebrity you want to invite or their agent, send a letter or email asking them to come along and follow this up with a phone call.

Some celebrities may charge money for personal appearances so if you don't have a budget for this, make this clear in your letter/email. Think about people with a personal connection or story to tell in relation to Apprenticeships – they will be more likely to support you.

4 Getting Media Coverage

4.1 How can your event generate media coverage?

The media are usually very supportive of National Apprenticeship Week and national interest is already starting to grow – with The Sun, The Times, The Mirror and The Independent newspapers all expressing an interest in running National Apprenticeship Week features or supplements. There may be advertising and sponsorship opportunities available in these for partners and Apprenticeship employers. If you are interested in finding out more, please contact the newspapers directly:

The Sun – lyndsey.toman@newsint.co.uk

The Times – Claire.dalby@newsint.co.uk

Previous Sun and Times Apprenticeship supplements can be viewed [here](#) and [here](#).

The Mirror – Richard.harper@srpublishing.co.uk

The Independent – dominic.webber@mediaplanet.com

The regional media also give National Apprenticeship Week extensive coverage too, so we have put together some hints and tips to help you to effectively promote your events and activities locally.

4.2 What makes a good story?

Human interest is key, so remember the journalistic maxim: 'news is people'. Think about the most unusual aspect of your event – is it a first for your area or are you putting on an unusual or unique activity? Is there anyone 'high-profile' attending that could get journalists interested?

4.3 Targeting the media

There should be three stages to promoting your event in the local media:

1. Letting people know your event is happening and encouraging them to attend
2. Inviting the media to your event
3. Telling people how the day went

The first thing you should do is identify who your local media are. Local media includes newspapers, magazines, online publications, radio and TV that focus on your local area. Don't forget the free weekly newspapers that are dropped through letterboxes, as these are guaranteed to have a wide reach within the community.

Call your local newspaper and ask for the news editor (you will find their details in the newspaper or online). They will tell you who the best person is for you to speak to – perhaps a reporter who writes the 'what's on' section in your paper or a general reporter who covers your local area.

Do the same with local radio and TV and build up a list of the best contacts.

Explain fully what your event is about, when it is being held and who will be attending and highlight any great photo opportunities. Find out when journalists' deadlines are and how far in advance they need information. It is a good idea to put this information into a table so you can keep track of who you need to contact and when.

4.4 Press Releases

4.4.1 What is a press release?

A press release, or news release, is a written form of communication directed at the media to announce a new product, development or event – something that is considered newsworthy. It is usually emailed to a reporter or editor at a newspaper, magazine, radio or TV station and is used to get the journalist interested in developing the story.

4.4.2 How to construct a press release

There are no hard and fast rules for producing the perfect press release, however brevity is key. Your aim is to demonstrate that you have an interesting story – the journalist can then contact you if further detail is required.

Remember that journalists may receive hundreds of press releases everyday, so make your heading and first paragraph eye-catching and punchy – this can make all the difference between acceptance and rejection of a story. To do this, try to include the answers to the five Ws (who, what, where, when and why) within your first paragraph – BUT keep it short and concise – it should be 30 words or less.

The second paragraph should expand on detail from the first and include times, dates and locations. You should use at least one quote in your press release from someone involved in the event to add some emotion to what you're saying, rather than just hard facts. The rest of the press release should give additional background details.

At the bottom of the release you should include an editor's note: basic facts such as information on NAS, plus some contact details for further information e.g. email address, telephone number and out-of-hours number if possible.

See the template and example press releases within this toolkit to help you put your own media materials together.

4.4.3 How to send your release

Ask the journalists how they prefer to be emailed press releases i.e. as an attachment or pasted into the body of the email. Put the headline in the 'subject' box so the journalist can immediately see what the story is.

After you have sent your press release to the media, it is always a good idea to follow this up with a call to your contacts to check they have received it and to ask if they need any further information.

4.5 Inviting the media to your event

Will your local media come along to your event to take photographs and interview employers and apprentices? Send an invitation to the journalist, plus the photodesk, if appropriate, and follow it up with a call to see if they can attend.

Remember that if you've got a journalist coming along to your event you need to make sure there will be plenty of people around for them to talk to. Arrange to have visitors there when you're expecting the journalist, so that there is a busy atmosphere.

To help you when inviting local media, we have produced a template that you can utilise and an example event invitation which you may wish to adapt.

If media cannot attend your event, don't be disheartened as they may still feature it. It is still important that you send them a post-event press release (this is explained in more detail below).

4.6 Selecting and briefing spokespeople

Both broadcast and print media will be looking for interesting people to interview. These may be apprentices, employers or someone from your organisation.

Once you have chosen a spokesperson, it is important to brief them. You may want to produce a short document that sets out the background to your event or story and some key points you want them to cover. If your spokesperson is someone who hasn't had any previous experience of media interviews, you could have a practice run through with them to check they are comfortable and that they are getting your key messages across.

4.7 Telling people how the day went

After your event, you should send out a press release to the local media describing what happened. This is your chance to share your success and get messages about National Apprenticeship Week out to a wider audience than just the people who attended on the day.

You may also wish to add quotes from an employer and apprentice who attended to bring the press release to life; perhaps about how useful they found it and if they plan to come back to find out more. Do make sure any quotes you write have been seen and approved by the person you're quoting.

When distributing it to local newspapers, also remember to send out any photographs you have from the event.

4.8 Event photography

4.8.1 Inviting newspaper photographers

Consider timings. Most local newspaper photographers will only work during evenings around once or twice a week. Taking pictures outside after daylight is also technically difficult.

Newspaper photographers often have their days fully booked with appointments. It is crucial you keep to any appointment that you have arranged. If you have arranged for a newspaper photographer to visit your event, remember that they are the professionals, so be open to their ideas.

4.8.2 Taking your own pictures

The best images depict some form of action so try to photograph people doing something; for example, apprentices making over a community centre as part of a showcase event.

The media do not like pictures of big groups. They want their audience to see everyone in the image clearly, so pictures featuring more than 10 people will stand less of a chance of being published than a smaller group shot.

If you are taking pictures yourself, zoom in as much as you can on the subject matter and have as little background as possible. Make sure you can see the face of everyone in your photo and avoid capturing the backs of people's heads.

Try to make your pictures look as natural as possible and avoid obviously posed shots. Photos should be accompanied by captions giving the names of everyone in the picture and the purpose of the event, or they might be rejected.

4.8.3 Technical information

Whether you are arranging an opportunity for the local media or taking your own photographs, there are a few things to consider:

- Local media usually prefer digital images rather than prints
- If you are taking the pictures yourself on a digital camera, set it to the highest resolution setting
- For newspapers and magazines, photos need to be at least 1800 x 1200 pixels, however 2400 x 1600 pixels is preferred. You will need to use at least a three megapixel camera
- Images for websites may not need to be as high definition
- Save your pictures as jpeg (filename.jpg) or tif files (filename.tif). These are the two main types of images used by newspapers and magazines.

4.8.4 Legal issues and consent

There is an understandable anxiety surrounding the use of images of children and young people in newspapers. If you are arranging an event, you are responsible for obtaining written consent from the parents of any children photographed (either by yourself or the media) who are under the age of 16. This also applies to the filming of children for television.

4.9 Case studies

4.9.1 What are case studies and why use them?

Case studies are real life examples that put a face to a news story or announcement. They make a story appeal to a journalist and, in turn, to the reader as well as adding credibility.

When speaking to journalists they will often ask if you have a case study to go with a specific story, so it is important to think about this and who may be appropriate.

Case studies can sometimes make the difference between securing coverage and having your story ignored.

4.9.2 Sourcing and using case studies

Case studies are a great way to bring an apprentice story to life and will increase interest from the media. The simplest way to source case studies is to take advantage of existing relationships and ask if apprentices/employers/teachers/providers would be able to help with media relations to promote Apprenticeships. Remember this will also benefit them as it offers the chance for them to promote their organisation.

4.9.3 What is expected from case studies?

Initially it is best if you interview the case study subject to get all the necessary facts and information about them. Think about what makes that person interesting and relevant to your particular story or announcement. Next you should write up your interview and send it to the interviewee to check they are happy with the information and that all of the details are correct. You may then wish to draft up a short version that you can send to journalists if requested.

Always check what your case study subject is happy to do. They may be happy for you to write up their story and send it to the journalist, but they may not be happy to speak to the media directly. The journalist may want to talk to your apprentice/employer directly to flesh out their story, so check they would be happy to do this before sending out their contact details.

If you have pictures of your case study subject, let the journalist know as this always adds to the story.

Key points to remember:

- Always check your case study subject is happy to feature in the media
- Show them the information you are sending to the journalist to check they are happy
- Don't add their contact details to the information you send to the journalist unless they have agreed that this is OK.

4.9.4 Briefing case studies

If your case study apprentice/employer is going to speak directly to a journalist, it is a good idea to brief them first. As well as their story, write down three key messages you want them to bring out as part of their interview with the journalist.

For example:

- There are a wide range of Apprenticeships available at xxxxx college
- Apprenticeships can be taken at different levels and over different periods of time
- To find out more about Apprenticeships at xxxxx college, call xxxxxx to speak to a member of the admissions team.

4.9.5 The interview

Confirm the time, length and details of the interview with the case study subject and the journalist. If possible, make sure the journalist can call the apprentice/employer at a convenient time so the interview is not rushed or missed. Confirm who is calling who, at what time and on what number. Let both the case study subject and the journalist know to contact you if they cannot make the arranged interview or if there are any problems.

After the interview, call the apprentice/employer to check it went well and call the journalist to check if they have all the information they need.

4.9.6 Saying 'Thank you' and maintaining relationships

Employers and apprentices who help with case studies take time out of their busy lives to help, so it is always important to thank them in some way. It is a good idea to keep them updated as to when the coverage may be appearing and send them a complimentary copy of the newspaper or magazine if possible. If you thank them and keep them up to date, then they will be more likely to assist you again in the future.

5 Templates

We have created a number of different templates for you to use, including press releases, media invitations, letters and event web copy. These are all available on apprenticeships.org.uk

6 Apprenticeship Myths...and the reality

There are a number of myths around Apprenticeships but we know the reality. Refer to the range of [questions and answers](#) regarding Apprenticeships on the website to help myth bust during National Apprenticeship Week 2012.

7 Contacts

7.1 Event Information

If you would like details of your National Apprenticeship Week event/activity to be included in the online national calendar of events, please complete the National Apprenticeship Week [Activity Form](#) and email it to theweek@apprenticeships.gov.uk. **(Please use this email address for activity forms only).**

7.2 General enquiries

Please contact your NAS Divisional Marketing and Communications Manager with any general enquiries about the Week (including employer quotations). They are:

Northern Division

Includes the North West, Staffordshire, the North East and Yorkshire and The Humber

Louise Silous

T - 0161 261 0462

M - 07917 245 935

E - norththeweek@apprenticeships.gov.uk

Central Division

Includes the West Midlands, Northamptonshire, East Midlands and East of England

For Essex contact London Division

For Staffordshire contact Northern Division

Margaret Warren – West and East Midlands

T - 0116 228 1791

M - 07771 821 134

E - centraltheweek@apprenticeships.gov.uk

Lois Barrett – East of England, plus Northamptonshire

M - 07917 174068

E - centraltheweek@apprenticeships.gov.uk

London Division

Includes Essex and the South East as well as London

Nighat Mashhadi

T - 0207 904 0909

M - 07786 277 139

E - londontheweek@apprenticeships.gov.uk

Southern Division

Includes South West, South Coast, Thames Valley, Gloucestershire and Wiltshire

Cathie Kessell

T - 01752 754182

M - 07990 517196

E - souththeweek@apprenticeships.gov.uk