

Marketing Toolkit

We would really value your help to promote Skills North East to your staff and contacts.

The logo for Skills North East features the word "skills" in a lowercase, green, sans-serif font, followed by "North East" in a larger, black, sans-serif font.

Please see below text about the Skills North

East event that can be uploaded to websites, intranet sites, newsletters and social media pages. Please choose the text best suited to your audience. We have also included a link to photos that can be downloaded and suggested social media posts.

Audience: Schools/learners/teachers/careers advisors/youth groups

Free to attend, Skills North East is an interactive and inspiring two-day event for 14 to 19 year olds and the people that may help and influence their future job and career choices.

The event is taking place on the 25th and 26th September 2018 at the Metro Radio Arena, Newcastle. Skills North East is the one-stop shop for career opportunities in the region with a wide range of employers offering apprenticeships in key industry sectors, universities and colleges on hand to discuss higher education, training providers and career guidance organisations.

Skills North East offers visitors the opportunity to learn through experiences. Demonstrations and hands-on activities help visitors to focus on areas of interest, as well as encourage them to explore different routes into a vast range of career opportunities.

There is a travel bursary available for groups who book over 50 students. We recommend whole year groups attend from Years 10, 11, 12 and 13. Groups of learners from colleges and organisations can attend in smaller tutor or vocational groups.

Why should you come along?

- 6,000 visitors
- 60 organisations
- Learning experiences
- Get Skilled stands
- Live News Board
- Careers Hub
- Skills Showcase
- Teacher's Staff Room

Visit www.prospectsevents.co.uk to book your place. Or phone 01823 362800 or email charlotte.vowles@prospects.co.uk

Audience: Employers/businesses

If you want to attract and influence students, young people, apprentices, parents and teachers, don't miss the hugely successful Skills North East event!

Bring your organisation to life to over 6,000 young people and promote your industry, organisation and services, along with your career and training opportunities, through interactive features, hands-on demonstrations and challenging activities.

Why you should exhibit at Skills North East:

You can meet:

- Schools and college groups
- Parents and families
- Careers advisors and teachers
- NEETS, students and trainees

You could inspire over 6,000 visitors to the event. The Metro Radio Arena in Newcastle will house the highly interactive Skills North East event, which welcomes over 60 organisations. If your target market is young people as recruits, students, employees, apprentices, customers or their parents, families and teachers, then make sure you are among them and book your place to exhibit.

Save the date:

Metro Radio Arena, Newcastle, 25th and 26th September 2018

Whatever your budget and objective, we have the right stand for you. View our brochure by [clicking here](#).

Or phone Suzanne Quarton on 01823 345643 or email

suzanne.quarton@prospects.co.uk

Audience: Staff/parents/carers

Skills North East provides young people with the opportunity to try a wide range of jobs and training opportunities and to gain inspiration for their future careers. Whether they choose to go to university/college, embark on an apprenticeship or go directly into work, choosing the right career for them is the first step to determining what further learning they need to get there.

You are invited to come along, for FREE, to the open evening from 4:30pm on 25th September 2018 to find out more from over 60 organisations or either of the day sessions.

All the exhibitors are keen to attract the attention of young people and show them what a career is like in their shoes, making Skills North East a brilliant mix of interactive activities, hands-on learning experiences and the showcasing of skills.

The engaging activities will give your young person a chance to explore the vast career options available to them. They can meet employers offering apprenticeships, universities and colleges, training providers and career guidance organisations.

If you want to ensure your children make the right career choice for them, equip them with inspiration and knowledge at Skills North East.

Save the date:

Open Evening

Metro Radio Arena, Newcastle, 25th September 2018, 4:30-7pm

If you cannot make the dedicated evening session, the event is also open as below:

Metro Radio Arena, Newcastle, 25th & 26th September 2018 9:30am-3pm

Learn more here: www.prospectsevents.co.uk

Please visit

<https://www.flickr.com/photos/prospectsevents/albums/72157686447762490> to view and download photos of the 2017 event.

Please also spread the word through your social media channels



@prospectsevents



@SkillsEngland



@SkillsEngland

Pre-event

Visit @SkillsEngland North East for info on job opportunities for ages 14-19.
#CareerGoals 25/26 September 18, Metro Radio Arena, Newcastle

Aged 14-19? Don't miss Skills North East 25 & 26 Sept, @ArenaNewcastle, and find out what your future may hold. @SkillsEngland #CareerGoals

14-19? Living in the North East? Visit @SkillsEngland Skills NorthEast 24/26 Sept for job ideas & the chance to talk to experts #CareerGoals

Aged 14-19? Don't miss Skills North East 2018 @SkillsEngland to find out what your future might be! 24/26 Sept @ArenaNewcastle #CareerGoals

During event

We're on stand ** @SkillsEngland Skills North East 2018. Come and say hi to find out how to ***** #CareerGoals

Local and national #careers & #skills information at @SkillsEngland Skills North East today, to find out more visit www.prospectsevents.co.uk

We're at the North East's largest #careers, #jobs, #skills and #apprenticeship event today in #Newcastle @SkillsEngland #CareerGoals

Photo of visitor We're speaking to young people about their futures today at Skills North East @SkillsEngland and demonstrating ***** #CareerGoals

Please use #GetInspired or tag @SkillsEngland in posts/tweets when you can.