

## **Marketing Toolkit**

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

# skills Yorkshire

Please see below text about the Skills Yorkshire 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 Yorkshire 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 3<sup>rd</sup> and 4<sup>th</sup> October 2018 at the Centenary Pavilion, Leeds Utd FC. Skills Yorkshire 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 Yorkshire 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?**

- 5,000 visitors
- 50 organisations
- Learning experiences
- Get Skilled stands
- Live News Board
- Teacher's Staff Room

Visit [www.prospectsevents.co.uk](http://www.prospectsevents.co.uk) to book your place. Or phone 01823 362800 or email [natasha.creighton@prospects.co.uk](mailto:natasha.creighton@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 Yorkshire event!

Bring your organisation to life to over 5,000 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 Yorkshire:**

You can meet:

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

You could inspire over 5,000 visitors to the event. The Centenary Pavilion in Leeds will house the highly interactive Skills Yorkshire event, which welcomes over 50 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:**

**Centenary Pavilion, Leeds Utd FC, 3<sup>rd</sup> and 4<sup>th</sup> October 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](mailto:Suzanne.quarton@prospects.co.uk)

### **Audience: Staff/parents/carers**

Skills Yorkshire 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 4:50pm on 3<sup>rd</sup> October 2018 to find out more from over 50 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 Yorkshire a brilliant mix of interactive activities, hands-on learning experiences and the showcasing of skills.

The engaging activities will give your children 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 Yorkshire.

**Save the date:**

**Open Evening**

**Centenary Pavilion, Leeds Utd FC, 3<sup>rd</sup> and 4<sup>th</sup> October 2018, 4:30pm - 7pm**

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

**Centenary Pavilion, Leeds Utd FC, 3<sup>rd</sup> and 4<sup>th</sup> October 2018, 9:30am-3pm**

Learn more here: [www.prospectsevents.co.uk](http://www.prospectsevents.co.uk)

**Please visit**

<https://www.flickr.com/photos/prospectsevents/albums/72157688263275134> 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 #Yorkshire 2018 for info on job opportunities for ages 14-19. #CareerGoals 3<sup>rd</sup> & 4<sup>th</sup> Oct 18, Centenary Pavilion, Leeds

Aged 14-19? Don't miss Skills Yorkshire 3/4 Oct, Centenary Pavilion, #Leeds, and find out what your future may hold. @SkillsEngland #CareerGoals

14-19? Living in #Yorkshire? Visit @SkillsEngland Skills Yorkshire 3/4 Oct for job ideas & the chance to talk to experts #CareerGoals

Age 14-19? Don't miss Skills #Yorkshire 2018 @SkillsEngland & find out what your future might be! 3/4 Oct in #Leeds #CareerGoals

**During event**

We're on stand \*\* @SkillsEngland Skills Yorkshire 18. Come and say hi to find out how to \*\*\*\*\* #CareerGoals

Local & national #careers & #skills information at @SkillsEngland Skills #Yorkshire today, find out more: [www.skillsyh.co.uk](http://www.skillsyh.co.uk) #CareerGoals

We're at the biggest Yorkshire #careers, #jobs, #skills & #apprenticeship event for ages 14-19 in #Leeds @SkillsEngland #CareerGoals

\*\*Photo of visitor\*\* We're speaking to young people about their futures today at Skills Yorkshire @SkillsEngland & demonstrating \*\*\*\*\* #CareerGoals

**Please use #CareerGoals or tag @SkillsEngland in posts/tweets when you can:**