



Exhibit at
your nearest
Skills England
event



GROWING TALENT

The largest series of careers, jobs,
skills and apprenticeship events held
for 14 – 19 year olds and their key
influencers across England

skillsEngland

www.skillsengland.co.uk

skillsNorthEast

25 & 26 September 2018
Metro Radio Arena, Newcastle

skillsYorkshire

3 & 4 October 2018
Centenary Pavilions, Leeds Utd FC

skillsHumber

5 (evening only) & 6 March 2019
Bonus Arena, Hull

skillsSouthWest

13 & 14 March 2019
Plymouth Pavilions, Plymouth

skillsNorthWest

20 & 21 March 2019
EventCity, Manchester

JOIN THE CONVERSATION

 @SkillsEngland #CareerGoals

 SkillsEngland

 prospectsevents

Organised by

prospects | Events



25,000 VISITORS ACROSS THE SERIES

Face to face engagement
with 14 – 19 year olds
and their key influencers



270 EXHIBITING ORGANISATIONS

Employers, colleges,
universities, training
providers, sector / industry
organisations



LEARNING EXPERIENCES

A great range of
interactive stand
activities



GET SKILLED STANDS

Dedicated Get Skilled
areas provide bite-sized
tasters of specific sectors
and industries

WHAT IS THE SKILLS ENGLAND SERIES?

Skills England is the largest series of careers, jobs, skills and apprenticeship events held across England for 14 – 19 year olds and their key influencers.

Taking place in key regional cities, the Skills England series is expanding further with a new event in Hull in Spring 2019. In 2018/2019 the Skills England series will now attract a total of 25,000 visitors across five events.

Young people, their career advisors, teachers and families will learn about the huge range of careers, apprenticeships and training opportunities available in each region by meeting a variety of exhibitors including local and national employers, universities, colleges and training providers.

Skills England events welcome students of all abilities and ambitions from year 10 and above to discover careers through interactive activities and demonstrations.

Delivering key regional impact, the Skills England series allows exhibitors the chance to showcase their apprenticeships, job vacancies, courses and qualifications. The combination of interactive features and hands on activities also give young people a memorable taste of future career pathways and gives exhibitors a proven way to engage, educate and inspire the next generation.

TARGETED YEAR GROUPS:

YR10

YR11

YR12

YR13



SHOW FEATURES

Live News Board, Teachers
Passport, Careers Hub, Skills
Showcase, Skills Theatre



EVENING OPENING

Evening openings aimed
specifically at giving parents
and carers the chance to
meet exhibitors

"Skills South West has
given us, a local business, an
opportunity to really engage with
the younger communities in our
area. This event really allows us to
highlight the diverse roles available
at Vospers and speak to some
fantastic potential new apprentices."

Vospers Motor House Ltd

**FREE
ENTRY
FOR ALL
VISITORS**

GROWING SKILLS



WHO VISITS SKILLS ENGLAND?

SCHOOL AND COLLEGE GROUPS:

Visitors attend in organised groups of students from years 10-13. All regional secondary schools, FE colleges and learning groups are contacted and offered to attend the events for free as well given the opportunity to take advantage of a travel bursary to help with transport costs.

CAREERS ADVISORS AND TEACHERS:

Teachers accompany the organised groups and find it invaluable for their own Continuing Professional Development (CPD) and complying with Ofsted's requirements for providing impartial careers information, advice and guidance. The events are a perfect opportunity for schools and colleges to ensure their students interact with employers and learn about the skills that are valued in the workplace, as outlined in the government's careers strategy and Gatsby Benchmarks.

PARENTS/CARERS AND FAMILIES:

Each event features an open evening, where parents and carers are personally invited to attend with their children. This target group are often hard to reach, but their contribution is invaluable when young people make their career choices.

"A good opportunity
to engage with the
young community
and showcase our
careers."

Northumbria Police



“Excellent opportunity for young people to research careers, engage with employers and get information regarding opportunities and options available.”

North Lancs Training Group

HOW WE ATTRACT OUR VISITORS

The Skills England series will attract 25,000 visitors in 2018/2019 through the delivery of a targeted marketing campaign. The pre-event coverage generates an even wider reach across online and social media channels.

- Named career teachers and decision makers within schools and colleges are invited to attend with **FREE ENTRY** for students and teachers with access to a travel bursary for groups of Yr10 – Yr13 students
- With increased pressure to offer impartial career advice and guidance, Skills England allows both students and teachers alike to make meaningful and long lasting connections with industry and to aid the decision making process of young people who are seeking to explore their career pathways
- We work with councils and stakeholders to send direct invites to households
- Collaborative working with strategic partners such as councils and regional groups/organisations with advisory groups set up in each region
- Dedicated website with event information and group resources including lesson plans and career related links
- Social media platforms including Twitter, Instagram, Facebook, Youtube and Flickr



10 BENEFITS TO EXHIBITING

Exhibiting at a Skills England event offers your organisation the opportunity to be part of a great event series. Bringing together employers, colleges, training providers, universities and career sectors under one roof, at one time, to engage with thousands of motivated visitors.

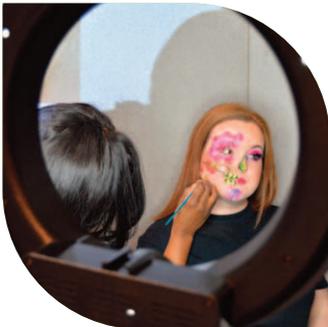
- 1 Meet motivated young people putting you **face-to-face with future talent**
- 2 **Attract candidates** for vacancies and courses now and in the future
- 3 Promote **work experience or apprenticeship offerings**
- 4 **Inspire the next generation** about your organisation, courses and industry sector
- 5 Inform and **influence teachers and parents**
- 6 Connect with education establishments **building partnerships** to link education and industry
- 7 Carry out **market research**
- 8 Deliver your CSR policy and **support your regions young people**
- 9 Widen your **talent pool** and help meet your apprenticeship levy commitments
- 10 **Bring your organisation to life** and show off your current workforce

WHY ARE SKILLS ENGLAND EVENTS SO EFFECTIVE?

These are no ordinary careers events, the prime focus is interactivity. Skills England events do this by encouraging exhibitors to host activities and demonstrations that ensure visitors get hands-on experience.

Each event showcases dedicated Get Skilled areas highlighting particular sectors and throughout the event visitors can try work-based activities, competitions and challenges.

By engaging the visitors with focused taster activities, exhibitors can access future recruits and candidates; inspiring them and educating them about opportunities available both now and in the future.



"A great event with a large volume of students attending - Fantastic chance to promote & raise awareness of vocational courses alongside our A level provision."

York College

HOW CAN YOU BE PART OF A SKILLS ENGLAND EVENT?

BOOK A STAND

Skills North East, Skills Yorkshire, Skills South West & Skills North West

STAND COST £295 per m²

Size

2m x 2m	£1,180	4m x 2m	£2,360
3m x 2m	£1,170	3m x 3m	£2,655

Skills Humber

STAND COST £220 per m²

Size

2m x 2m	£880	4m x 2m	£1,760
3m x 2m	£1,320	3m x 3m	£1,980

All prices exclude VAT

Other stand sizes are available upon request.

SPONSORSHIP OPPORTUNITIES

Sponsorship can be a great way to raise your profile and enhance your presence at events. There are a whole range of sponsorship opportunities with packages to meet your objectives and budget.

Some ideas are detailed here but we love nothing more than thinking outside of the box and creating something bespoke and unique just for you.

(Costs per event)

DO YOU WANT TO TARGET ALL VISITORS?

HEADLINE SPONSOR: £15K + VAT

- Logo in prime position on all event marketing materials
- Bespoke targeted marketing including online, email, print and media
- Full colour A6 advert in each event pocket guide
- 16m² of stand space at the event

SUPPORT SPONSOR £5K + VAT

- Logo as support sponsor on all main marketing materials
- Solus email to be sent to all booked groups plus inclusion in all general marketing communication
- 8m² of stand space at the event

EVENT GUIDE SPONSOR £1,500 + VAT

Our event pocket guides are handed out at reception to all who attend and are a valuable careers resource guide that our visitors take away with them.

- Logo on the front page
- Full colour, full page (A6) advertisement within the pocket guide

DO YOU WANT TO TARGET TEACHERS?

TEACHER PASSPORT SPONSOR £1,500 + VAT

- Logo and profile text on the quarterly e-newsletters sent to booked and un-booked groups
- Logo on the Teacher Passport
- Tear off slip on the Passport with further contact details, or a message of your choice

GROUP VISIT SPONSOR £2,500 + VAT

Get your name and logo in front of the regions schools, colleges, universities and community groups prior to their visit.

- Logo and profile text on the pre-event resources produced for students and teachers
- Logo and profile text on the quarterly e-newsletters sent to booked and un-booked groups
- Option for a personal invitation to visit your stand handed to the group leader upon arrival. This would need to be supplied to us in the form of leaflets or postcards
- Discount on stand space within the event

DO YOU WANT TO TARGET PARENTS?

EVENING OPENING SPONSOR £1,500 + VAT

Our evening opening welcomes parents, carers and families who can often influence the decisions a young person will make about their future career.

- Logo and profile text on the direct mailings we send to students and their parents
- Additional branding at reception for the evening opening
- Option for a personal invitation to visit your stand handed to the students and parents visiting the evening opening. This would need to be supplied to us in the form of leaflets or postcards
- Logo as evening opening sponsor across relevant marketing materials

GROWING
YOUR
WORKFORCE 

DON'T MISS OUT ON THIS OPPORTUNITY TO INSPIRE YOUNG PEOPLE AND BUILD YOUR BRAND

To maximise the return on your company's investment you need to book a stand that is right for you and ensures you meet your own aims and objectives. We will work with you to ensure you book the right stand location and size relevant to your budget.

Our experienced sales, marketing and operations teams are on hand to talk you through the logistics, costs and marketing tools so you can take advantage of taking part in a Skills England event.

HOW TO BOOK YOUR STAND

1. **Decide which event/s you want to exhibit at**
2. **Call our events team on 01823 362800 to discuss the available stand options and costs**



JOIN THE CONVERSATION



skillsengland.co.uk



eventsales@prospectsex.co.uk



[@SkillsEngland](#) [#CareerGoals](#)



[SkillsEngland](#)



[prospectsevents](#)

prospectsex | Events

Prospectsex Events are a dedicated events division of Prospectsex. Prospectsex are a dynamic and enterprising group providing a wide range of education, employment and training services in the UK and internationally.

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skillsEngland

skillsNorthEast

25 September 2018: 9:30am-3pm & 4.30pm-7pm

26 September 2018: 9:30am-3pm

Metro Radio Arena, Newcastle



6,500
VISITORS



LEARNING
EXPERIENCES



60
EXHIBITORS

The region's
largest careers,
jobs, skills and
apprenticeship
event



TARGETED YEAR GROUPS:

YR10

YR11

YR12

YR13

IN 2017

96% Exhibitors rated
the overall event as
good or excellent

"A good opportunity
to engage with the
young community and
showcase our careers."

Northumbria Police

GROWING TALENT

Support Partner:



Careers Hub
Sponsor:



Staffroom
Sponsor:



JOIN THE CONVERSATION



@SkillsEngland #CareerGoals

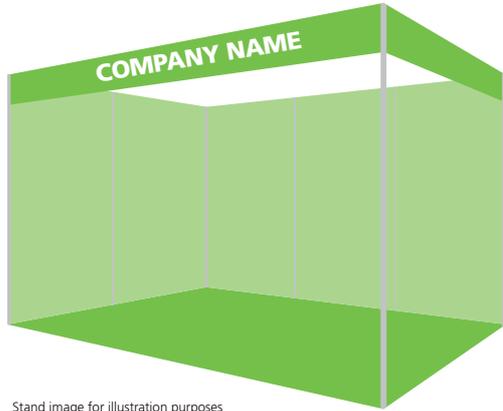


SkillsEngland



prospectsevents

GROWING APPRENTICESHIPS



Stand image for illustration purposes

*Space only sites are available without this package

Skills North East attracts 6,500 young people, parents, families and teachers from across the region.

BE PART OF SOMETHING UNIQUE AND EXTRAORDINARY

STAND PACKAGE INCLUDES

- A walled shell scheme stand with lighting and carpet ready for you to brand*
- Editorial listing online and in the event guide given to all visitors
- Access to a marketing toolkit of posters, leaflets and resources to ensure great return on investment
- Free wi-fi to help you keep in touch and engage in social media
- Professional event organiser to answer your queries

WHAT'S NEXT:

- **Book your stand at Skills North East and meet bright, young people seeking careers and skills in your region.**
- **Prices start from £295 per m² + VAT with various sizes available. You can take as much space as you can fill.**
- **Contact Suzanne Quarton on 01823 345643 or email suzanne.quarton@prospects.co.uk to discuss available options and stand costs.**
- **Visit skillsengland.co.uk for video content, further information and the floorplan.**

"Its been a great experience hearing of the ambitions and goals of the young people."
Bishop Grossteste University

skillsYorkshire

3 October 2018: 9:30am-3pm & 4.30pm-7pm

4 October 2018: 9:30am-3pm

Centenary Pavilion, Leeds Utd FC



5,000
VISITORS



LEARNING
EXPERIENCES



50
EXHIBITORS

The region's
largest careers,
jobs, skills and
apprenticeship
event



TARGETED YEAR GROUPS:

YR10

YR11

YR12

YR13

IN 2017

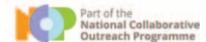
100% Exhibitors rated
the overall event as
good or excellent

"Great event for people
to come along and learn
about what's available
with regards to careers
in Apprenticeships."

BASF Plc

GROWING TALENT

Go Higher into Healthcare Zone sponsored by:



JOIN THE CONVERSATION



@SkillsEngland #CareerGoals

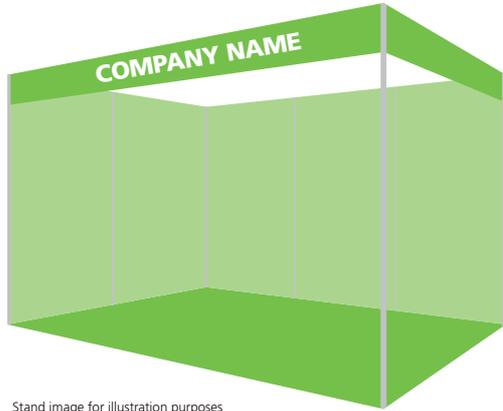


SkillsEngland



prospectsevents

GROWING APPRENTICESHIPS



Stand image for illustration purposes

*Space only sites are available without this package

Skills Yorkshire attracts 5,000 young people, parents, families and teachers from across the region.

BE PART OF SOMETHING UNIQUE AND EXTRAORDINARY

STAND PACKAGE INCLUDES

- A walled shell scheme stand with lighting and carpet ready for you to brand*
- Editorial listing online and in the event guide given to all visitors
- Access to a marketing toolkit of posters, leaflets and resources to ensure great return on investment
- Free wi-fi to help you keep in touch and engage in social media
- Professional event organiser to answer your queries

WHAT'S NEXT:

- **Book your stand at Skills Yorkshire and meet bright, young people seeking careers and skills in your region.**
- **Prices start from £295 per m² + VAT with various sizes available. You can take as much space as you can fill.**
- **Contact Suzanne Quarton on 01823 345643 or email suzanne.quarton@prospects.co.uk to discuss available options and stand costs.**
- **Visit skillsengland.co.uk for video content, further information and the floorplan.**

"Good opportunity to meet with your target audience and able to capture data from over 70 potential learners. We had a diverse audience visit the stand with a lot of interest from female students."

National College for High Speed Rail

skillsHumber

5 March 2019: (evening only) 5pm-7pm

6 March 2019: 9:30am-3pm

Bonus Arena, Hull



2,500
VISITORS



LEARNING
EXPERIENCES



40+
EXHIBITORS

New
for
2019

The region's
largest careers,
jobs, skills and
apprenticeship
event



"We found this an excellent forum to engage with the talent of our future. We value the opportunity to speak directly with the children and teachers, to tell them more about the surveying profession."

Skills England Exhibitor

GROWING TALENT

TARGETED YEAR GROUPS:

YR10

YR11

YR12

YR13

IN 2017-8

94% of exhibitors rated
Skills England as good
or excellent overall

In partnership with:



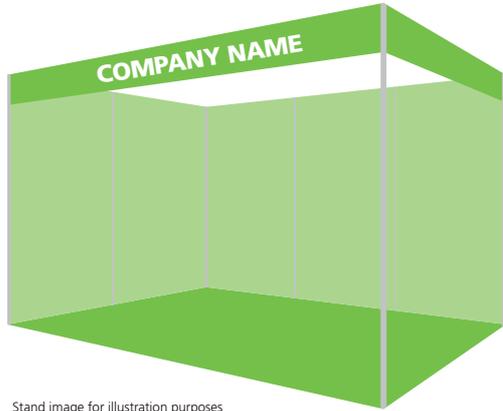
JOIN THE CONVERSATION

 @SkillsEngland #CareerGoals

 SkillsEngland

 prospectsevents

GROWING APPRENTICESHIPS



Stand image for illustration purposes
*Space only sites are available without this package

Skills Humber aims to attract 2,500 young people, parents, families and teachers from across the region.

BE PART OF SOMETHING UNIQUE AND EXTRAORDINARY

STAND PACKAGE INCLUDES

- A walled shell scheme stand with lighting and carpet ready for you to brand*
- Editorial listing online and in the event guide given to all visitors
- Access to a marketing toolkit of posters, leaflets and resources to ensure great return on investment
- Free wi-fi to help you keep in touch and engage in social media
- Professional event organiser to answer your queries

"This was a brilliant opportunity to engage with young people from across the region."

**Skills England
Exhibitor**

WHAT'S NEXT:

- **Book your stand at Skills Humber and meet bright, young people seeking careers and skills in your region.**
- **Prices start from £220 per m² + VAT with various sizes available. You can take as much space as you can fill.**
- **Contact Suzanne Quarton on 01823 345643 or email suzanne.quarton@prospects.co.uk to discuss available options and stand costs.**
- **Visit skillsengland.co.uk for video content, further information and the floorplan.**

"Good opportunity to meet with your target audience and able to capture data from over 70 potential learners. We had a diverse audience visit the stand with a lot of interest from female students."

Skills England Exhibitor

skillsSouthWest

13 March 2019: 9:30am-3pm & 4.30pm-7pm

14 March 2019: 9:30am-1pm

Plymouth Pavilions, Plymouth



**3,000
VISITORS**



**LEARNING
EXPERIENCES**



**50
EXHIBITORS**

**The region's
largest careers,
jobs, skills and
apprenticeship
event**

"Skills South West has given us, a local business, an opportunity to really engage with the younger communities in our area. This event really allows us to highlight the diverse roles available at Vospers and speak to some fantastic potential new apprentices."

Vospers Motor House Ltd



GROWING TALENT

TARGETED YEAR GROUPS:

YR10

YR11

YR12

YR13

IN 2018

92% Exhibitors rated the overall event as good or excellent

JOIN THE CONVERSATION



@SkillsEngland #CareerGoals

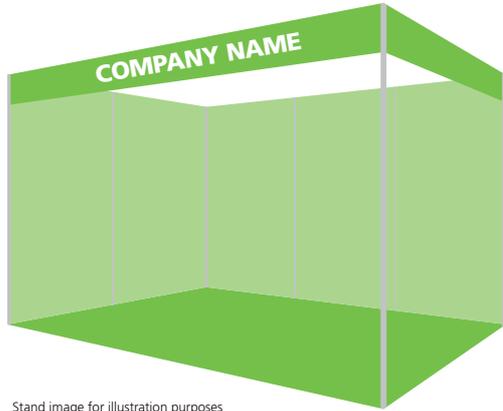


SkillsEngland



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GROWING APPRENTICESHIPS



Stand image for illustration purposes
*Space only sites are available without this package

Skills South West attracts 3,000 young people, parents, families and teachers from across the region.

BE PART OF SOMETHING UNIQUE AND EXTRAORDINARY

STAND PACKAGE INCLUDES

- A walled shell scheme stand with lighting and carpet ready for you to brand*
- Editorial listing online and in the event guide given to all visitors
- Access to a marketing toolkit of posters, leaflets and resources to ensure great return on investment
- Free wi-fi to help you keep in touch and engage in social media
- Professional event organiser to answer your queries

WHAT'S NEXT:

- **Book your stand at Skills South West and meet bright, young people seeking careers and skills in your region.**
- **Prices start from £295 per m² + VAT with various sizes available. You can take as much space as you can fill.**
- **Contact Laura Percival on 01823 362812 or email laura.percival@prospects.co.uk to discuss available options and stand costs.**
- **Visit skillsengland.co.uk for video content, further information and the floorplan.**

"A great way of raising awareness of future opportunities to our young people"
**Plymouth
Community Homes**

skillsNorthWest

20 March 2019: 9:30am-3pm & 4.30pm-7pm

21 March 2019: 9:30am-3pm

EventCity, Manchester



**8,000
VISITORS**



**LEARNING
EXPERIENCES**



**80
EXHIBITORS**

**Greater
Manchester's
largest careers,
jobs, skills and
apprenticeship
event**



**GROWING
TALENT**

TARGETED YEAR GROUPS:

YR10

YR11

YR12

YR13

"There was a constant flow of delegates throughout both days. The staff couldn't be more helpful. Very busy and successful event."

The Juice Academy

IN 2018

88% Exhibitors rated the overall event as good or excellent

JOIN THE CONVERSATION



@SkillsEngland #CareerGoals

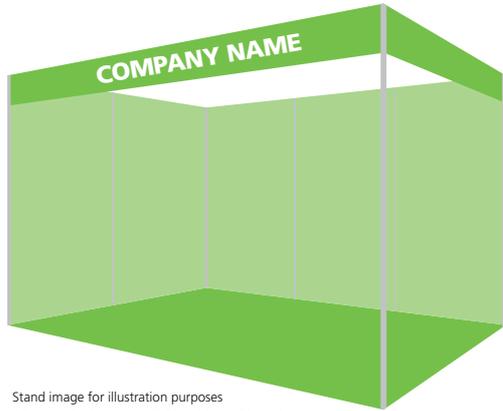


SkillsEngland



prospectsevents

GROWING APPRENTICESHIPS



Stand image for illustration purposes

*Space only sites are available without this package

Skills North West attracts 8,000 young people, parents, families and teachers from across Greater Manchester.

BE PART OF SOMETHING UNIQUE AND EXTRAORDINARY

STAND PACKAGE INCLUDES

- A walled shell scheme stand with lighting and carpet ready for you to brand*
- Editorial listing online and in the event guide given to all visitors
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WHAT'S NEXT:

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- **Prices start from £295 per m² + VAT with various sizes available. You can take as much space as you can fill.**
- **Contact Gabrielle McEvans or Paige Davey on 01823 362800 or email gabrielle.mcevens@prospects.co.uk / paige.davey@prospects.co.uk to discuss available options and stand costs.**
- **Visit skillsengland.co.uk for video content, further information and the floorplan.**

"Excellent opportunity for young people to research careers, engage with employers and get information regarding opportunities and options available."

**North Lancs
Training Group**