

skillsScotland

www.skillscotland.co.uk

GLASGOW - 24 & 25 October 2018, SEC Centre, Glasgow

ABERDEEN - 6 November 2018, AECC, Aberdeen

EDINBURGH - 7 & 8 November 2018, Royal Highland Centre, Edinburgh



UNLOCKING TALENT

Scotland's premier series of careers, jobs, skills and apprenticeship events for 14 - 19 year olds and their key influencers

ORGANISED BY:

prospects | Events

IN PARTNERSHIP WITH:

Skills
Development
Scotland

SHOW SUPPORT &
CONSTRUCTION ZONE
SPONSOR:

100 CONSTRUCT
Industry led, funded by the CITB levy **CITB**

STEM ZONE SPONSOR
(GLASGOW ONLY):

Coca-Cola
EUROPEAN PARTNERS

STAFF ROOM SPONSOR
(GLASGOW ONLY):

SCOTTISHPOWER

JOIN IN THE CONVERSATION



@SkillsScotland
#CareerGoals



SkillsScotland



prospectsevents



10,000 VISITORS ACROSS THE SERIES

Face to face engagement with
Scotland's future talent



OVER 125 ORGANISATIONS ACROSS THE SERIES

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



LEARNING EXPERIENCES

A great range of interactive
stand activities

WHAT IS SKILLS SCOTLAND?

The Skills Scotland events are held in three key locations – Aberdeen, Edinburgh and Glasgow. Established in 2009 the series delivers inspiring and interactive events that close the gap between the workplace and the classroom, linking industry with education.

Connecting young people with careers, jobs, skills and apprenticeship opportunities, Skills Scotland is aimed at students aged 14 and above. In each region schools, colleges, youth and community groups are invited to attend with **FREE ENTRY** for students and teachers, plus access to a travel bursary fund. All events are also open to parents and carers with dedicated evening opening sessions in Glasgow and Edinburgh.

Skills Scotland offers an immediate way for industry to influence and educate the next generation of talent, supporting recommendations from the Wood report and offering solutions to issues such as youth unemployment and the growing industry skills gaps.

Across the series over 170 educational establishments will meet with in excess of 120 exhibitors to learn about recruitment, learning and training opportunities. Each show is a one stop shop for young people to discover what's next and meet with a variety of exhibitors face to face including regional and national employers, colleges and universities plus training providers and sector specific organisations.



GET SKILLED STANDS

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



SHOW FEATURES

The Apprenticeship Theatre, Live News Board, Teachers Passport, Careers Hub and Sector Zones



EVENING OPENING

An evening opening in Glasgow and Edinburgh aimed specifically at giving parents and carers the chance to meet exhibitors



“A very enjoyable morning. Fantastic contacts made. The students had lots of informative chats with employers and further education opportunities.”
Group Leader, Preston Lodge High School

“Before visiting Skills Scotland I didn’t realise how many opportunities in apprenticeships there were.”
Student



“This gave us an amazing opportunity to showcase our school leaver programs and meet young talent. We hope we have inspired many today at our stall and presentation.” CGI

THE BENEFITS OF EXHIBITING

Exhibiting at Skills Scotland offers your organisation the opportunity to be part of a great event series. These highly interactive events offer learning through experiences, with exciting, hands-on activities and demonstrations helping visitors to focus on areas of interest, as well as encouraging them to explore different routes into a vast range of career opportunities.

- 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 Scotland's young people
- 9 Widen your talent pool and enhance your support for Government apprentice frameworks
- 10 Bring your organisation to life and show off your current workforce



**UNLOCKING
INDUSTRY**



92% of exhibitors across the series agrees the events had met their overall objectives and expectations



HOW WE ATTRACT OUR VISITORS

Skills Scotland attracts 10,000 visitors 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, plus access to a travel bursary for groups of **S4, S5 or S6 students**
- With increased pressure to offer impartial career advice and guidance Skills Scotland allows both students and teachers alike to make useful and long lasting connections with industry and to aid the decision making process of young people who are seeking to explore their career pathways
- A family invite sent direct to households of relevant young people (Glasgow and Edinburgh evening opening)
- Collaborative working with key strategic partners such as Skills Development Scotland, councils and DYW regional groups
- 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

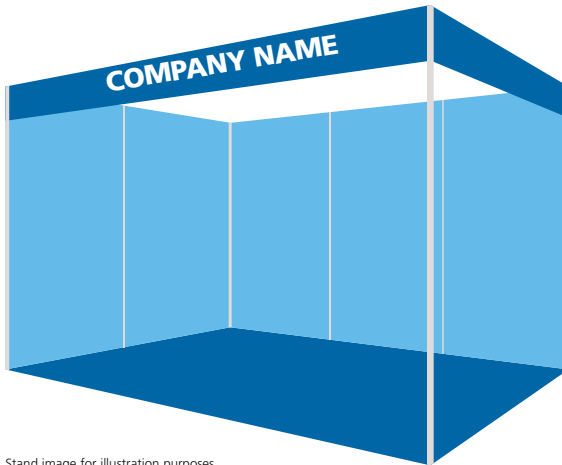
“Skills Scotland Edinburgh is a fantastic opportunity for us to interact with school pupils in our region. It’s a natural extension to our typical campus open days. We plan our year around the event in Edinburgh!”
Edinburgh College

“Really enjoyed the event. It was full of students who are open to exploring new career/education opportunities. This is better than other events I have been to where the students know what they want to study and are just choosing university- this doesn't suit our needs.” Landscape Institute



**UNLOCKING
SKILLS**

STAND PACKAGE INCLUDES



Stand image for illustration purposes

*Space only sites are available without this package

- 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

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GLASGOW

SEC Centre, Glasgow

24 October 2018

9.30am – 3pm and 4.30pm – 7pm

25 October 2018

9.30am – 3pm

STAND COST £295 per m²

Size

2m x 2m £1180

3m x 2m £1770

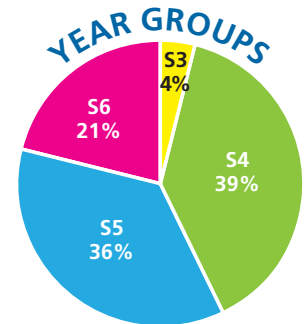
4m x 2m £2360

3m x 3m £2655

All prices exclude VAT

Other stand sizes are available upon request.

OVER
6500
VISITORS



100
EDUCATIONAL
ESTABLISHMENTS

“Well organised event. Great attendance from local schools. Fantastic engagement from students and careers teachers- it's been great. Thank you.”
DRG (Di Maggio's Restaurant Group)

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ABERDEEN

AECC, Aberdeen
6 November 2018
9.30am – 3pm

STAND COST £220 per m²

Size

2m x 2m	£880
3m x 2m	£1320
4m x 2m	£1760
3m x 3m	£1980

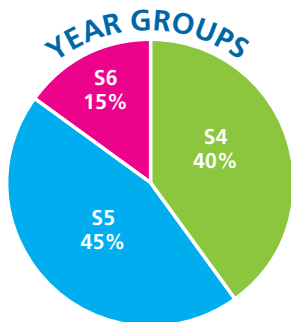
All prices exclude VAT

Other stand sizes are available upon request.



30
EDUCATIONAL
ESTABLISHMENTS

UP TO
2000
VISITORS



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EDINBURGH

Royal Highland Centre, Edinburgh
7 November 2018
(evening only) 5pm – 7pm
8 November 2018
9.30am – 3pm

STAND COST £220 per m²

Size

2m x 2m	£880
3m x 2m	£1320
4m x 2m	£1760
3m x 3m	£1980

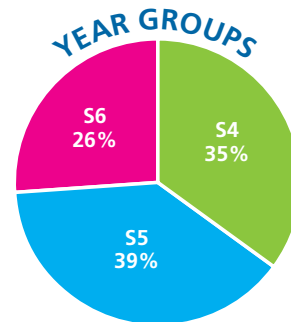
All prices exclude VAT

Other stand sizes are available upon request.



40
EDUCATIONAL
ESTABLISHMENTS

OVER
2000
VISITORS



“A great opportunity to interact with pupils at a time they are considering their options.”
Aberdeen City Council

“A fantastic opportunity for our business to think about our industry and interact with pupils and teachers.” CITB/Go Construct



01823 362800



eventsales@prospects.co.uk



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#CareerGoals



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GET INVOLVED

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 the benefits of exhibiting at Skills Scotland.

SPONSOR PACKAGES ARE ALSO AVAILABLE

WHO WE ARE

The Skills Scotland events are owned and delivered by Prospects Events.

Prospects Events are the market leader in delivering careers, education, skills, training and recruitment events across the UK.

prospects | Events

Prospects Events are a dedicated events division of Prospects. Prospects 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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