

Marketing Toolkit



We would really value your help to promote our series of Skills Scotland events to your staff and contacts.

Please see below text about the Skills Scotland series 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, the Skills Scotland Series of events are an interactive and inspiring one or two day event for 14 to 19 year olds and the people that may help and influence their future job and career choices.

They take place in three different cities: Glasgow, Aberdeen & Edinburgh and are the one-stop shop for career opportunities in the area 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.

The Skills Scotland events offer 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 S4, S5 & S6. Groups of learners from colleges and organisations can attend in smaller tutor or vocational groups.

Why should you come along?

- 10,000 visitors (across the 3 events)
- 125 organisations (across the 3 events)
- Learning experiences
- Get Skilled stands
- Live News Board
- Careers Hub
- Skills Showcase
- Teacher's Staff Room
- Apprenticeship Theatre

Visit <http://www.skillsscotland.co.uk> to book your place. Or phone 01823 362800 or email visitors@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 series of Skills Scotland events!

Bring your organisation to life in front of up to 10,000 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 a Skills Scotland event?

You can meet:

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

You could inspire over 10,000 visitors across the events. Skills Scotland Glasgow, Aberdeen & Edinburgh welcomes over 125 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 dates:

SEC Centre, Glasgow, 24th & 25th October 2018

AECC, Aberdeen, 6th November 2018

Royal Highland Centre, Edinburgh, 8th November 2018

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

Or phone Gill Rowe on 01823 345647 or email Gillian.Rowe@prospects.co.uk

Audience: Staff/parents/carers

Skills Scotland events provide 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.

At Skills Scotland Glasgow there is an evening opening. You are invited to come along, for FREE, 4:30pm on 24th October to find out more from the exhibitors or alternatively you can attend any of the day sessions which are also FREE.

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 Scotland 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 a Skills Scotland event.

Save the date:

Open Evening

SEC Centre, Glasgow, 24th & 25th October 2018, 2017, 4:30pm – 7pm

If you cannot make the dedicated evening session, the events are also open as below:

SEC Centre, Glasgow, 24th & 25th October 2018, 9:30am – 3pm

AECC, Aberdeen, 6th November 2018, 9:30am – 3pm

Royal Highland Centre, Edinburgh, 8th November 2018, 9:30am – 3pm

Learn more here: <http://www.SkillsScotland.co.uk>

Please visit <https://www.flickr.com/photos/prospectsevents/albums/> to view and download photos of previous event.

Please also spread the word through your social media channels



@prospectsevents



@SkillsScotland



@SkillsScotland

Pre-event

General:

Visit a @SkillsScotland event near you for info on job opportunities for ages 14-19. #CareerGoals #Aberdeen, #Edinburgh & #Glasgow

Aged 14-19? Visit @SkillsScotland event near you for job ideas & the chance to talk to the experts about your future #CareerGoals

Aged 14-19? Don't miss your local @SkillsScotland event to find out what your future might be! #Aberdeen, #Edinburgh & #Glasgow #CareerGoals

Aberdeen:

Visit @SkillsScotland Aberdeen for info on job opportunities for ages 14-19. 6th November 18, @AECC_Aberdeen #CareerGoals

Aged 14-19? Visit @SkillsScotland Aberdeen for job ideas & to talk to the experts about your future. 6 November @AECC_Aberdeen #CareerGoals

Aged 14-19? Don't miss @SkillsScotland Aberdeen to find out what your future might be! 6th November, @AECC_Aberdeen #CareerGoals

Edinburgh:

Visit @SkillsScotland Edinburgh for info on job opportunities for ages 14-19. 8th November 18, @HighlandCentre. #CareerGoals

Aged 14-19? Visit @SkillsScotland #Edinburgh for job ideas & to talk to the experts about your future. 8 Nov 18 @HighlandCentre #CareerGoals

Aged 14-19? Don't miss @SkillsScotland #Edinburgh to find out what your future might be! 8th November, @HighlandCentre #CareerGoals

Glasgow:

Visit @SkillsScotland #Glasgow for info on job opportunities for ages 14-19. 24th & 25th October 18, @SECGlasgow #CareerGoals

Aged 14-19? Visit @SkillsScotland #Glasgow for job ideas & to talk to the experts about your future. 24th & 25th October 18 @SECGlasgow #CareerGoals

Aged 14-19? Don't miss @SkillsScotland #Glasgow to find out what your future might be! 24th & 25th October 18, @SECGlasgow #CareerGoals

During event

Aberdeen:

We're on stand ** @SkillsScotland Aberdeen 2018. Come and say hi to find out how to
***** #CareerGoals

Local and national #careers & #skills information at @SkillsScotland #Aberdeen today,
to find out more visit www.skillsscotland.co.uk

We're at the #Aberdeens largest #careers, #jobs, #skills and #apprenticeship event
today in @AECC_Aberdeen. @SkillsScotland #CareerGoals

Photo of visitor We're speaking to young people about their futures today at
@SkillsScotland Aberdeen & demonstrating ***** #CareerGoals

Edinburgh:

We're on stand ** @SkillsScotland Edinburgh 2018. Come and say hi to find out how to
***** #CareerGoals

Local and national #careers & #skills information at @SkillsScotland #Edinburgh today,
to find out more visit www.skillsscotland.co.uk

We're at the #Edinburghs largest #careers, #jobs, #skills and #apprenticeship event
today in @HighlandCentre. @SkillsScotland #CareerGoals

Photo of visitor We're speaking to young people about their futures today at
@SkillsScotland Edinburgh & demonstrating ***** #CareerGoals

Glasgow:

We're on stand ** @SkillsScotland Glasgow 2018. Come and say hi to find out how to
***** #CareerGoals

Local and national #careers & #skills information at @SkillsScotland #Glasgow today,
to find out more visit www.skillsscotland.co.uk

We're at the #Glasgows largest #careers, #jobs, #skills and #apprenticeship event today
in @SECGlasgow. @SkillsScotland #CareerGoals

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