

# skillsLondon 2018

BROUGHT TO YOU BY



DELIVERED WITH

prospects

23 & 24 November 2018, ExCeL London

## Marketing toolkit for employers, stakeholders and partners

We would value your help to promote Skills London to your staff, clients and any other contacts in the run up to the event and at the event itself. Our reach only goes so far, and with your help we can spread the word to the wide range of attendees Skills London brings together.

This toolkit provides text about the event, suggested communication channels and resources we have created with links to access and download.

### Download our poster and flyer:

**Poster** – <http://prospectsevents.co.uk/wp-content/uploads/2018/10/SkillsLondon18-A3poster-v4-web.pdf>

**Flyer** – <http://prospectsevents.co.uk/wp-content/uploads/2018/10/SkillsLondon18-DLv8-web-1.pdf>

Why not stick a copy in your office, post online or send to clients to promote the event. If you require printed copies, please contact [fiona.whitewood@prospects.co.uk](mailto:fiona.whitewood@prospects.co.uk)

### Photographs from Skills London 2017:

Please visit our Flickr album to view and download photos from Skills London 2017 to accompany any social media posts, emails or articles.

<https://www.flickr.com/photos/prospectsevents/sets/72157687891334362>

### Highlights video from Skills London 2017:

Give your colleagues a taste of the event by watching last year's highlights video.

<https://www.youtube.com/watch?v=ROHkdKCs0IY>

### Text message template:

Visit the UK's biggest jobs and careers event on 23 & 24 November 2018 from 9.30am – 4pm at ExCeL London. Free entry and thousands of opportunities for young people!

## **Email / intranet article to promote the event to your staff:**

Skills London 2018: Visit the UK's biggest jobs and careers event!

Brought to you by London First and delivered with Prospects, Skills London is the UK's biggest jobs and careers event for 15-24 year olds and their families, taking place on 23 & 24 November 2018 at ExCeL London. The event attracts over 33,000 visitors and 240 exhibitors including top employers, colleges, training providers and advisers.

This two day event provides visitors with the opportunity to discover careers through interactive, inspirational activities and demonstrations, and helps young people visually bridge the gap between what they enjoy doing and what they could potentially do as a career. In addition to being free to attend, schools and colleges are also offered a travel bursary to help with transport costs.

If you are a parent / carer of a young person, you are invited to come along with your family and friends for FREE, on either the Friday or Saturday from 9.30am – 4.00pm to find out more. As an exhibitor at the event, we look forward to seeing many of our staff and their children exploring all of the options available to them.

**\*\*\*Please feel free to add information about your involvement at the event here\*\*\***

To find out more or to book online, please visit [www.skillslondon.co.uk](http://www.skillslondon.co.uk)

Join the conversation @SkillsLondon

## **Social media:**

Join the conversation and spread the word **@SkillsLondon** via the channels below. Let us know what you're up to at the event or simply retweet / repost our messages to your followers!

We are regularly sharing updates about the event, news from exhibitors, partners and sponsors, topical news relating to education, careers and apprenticeships and much more!



**@SkillsLondon**

### **Example social media posts to promote the event:**

Please remember to incorporate [www.skillslondon.co.uk](http://www.skillslondon.co.uk) in any promotion of the event in order to ensure its effectiveness. Here are some example tweets:

*Visit our stand @SkillsLondon on 23 & 24 Nov at ExCeL London; the UK's biggest jobs and careers event! [www.skillslondon.co.uk](http://www.skillslondon.co.uk) #careergoals*

*Turn your career aspirations into reality at the UK's biggest jobs and careers event @SkillsLondon on 23 & 24 Nov [www.skillslondon.co.uk](http://www.skillslondon.co.uk)*

*Discover options for young people & future career opportunities @SkillsLondon 23 & 24 Nov [www.skillslondon.co.uk](http://www.skillslondon.co.uk) #careergoals*

### **During the event:**

- Share photos / videos of your stand with us on social media by tagging @SkillsLondon and using the hashtag #careergoals

### **Please see below event hashtags:**

#skillslondon # #careergoals #london