

# skillsNorthernIreland



“ Skills Northern Ireland allowed the Academy the opportunity to promote and market its outstanding training provision in hairdressing and beauty to a vast number of schools and young people. ”

Academy Hair and Beauty Training School have exhibited at Skills Northern Ireland since 2017 and will be back again for the 2019 event on 20 & 21 November at TEC Belfast.

Nicki Smallwood, Head of Careers at Academy Hair and Beauty Training School, has explained why the organisation have decided to repeatedly exhibit at Skills Northern Ireland.

“As the lead training provider for hairdressing and beauty in the Northern Ireland, Skills NI provided us with a platform to inform all those interested in a career in hair and beauty of the training and employment opportunities and future career paths within the industry. With training in prime locations in Belfast, Portadown, Newry and Ballymena, Skills Northern Ireland allowed us a unique opportunity to meet and talk with pupils from an extensive number of schools across the province in one place.

Our stand was intentionally very interactive with hairdressing and beauty services being carried out by our staff and students. These services ranged from hair extensions, plaiting and make up and this created a great buzz and excitement around our stand. We were constantly busy throughout the two-day event providing information to the young people about the Academy and it was very clear from those young people we spoke with that they thoroughly enjoyed the whole experience.

Skills Northern Ireland allowed the Academy the opportunity to promote and market its outstanding training provision in hairdressing and beauty to a vast number of schools and young people. It was an exciting and extremely worthwhile event for all who attended from the Academy and it also aided recruitment and gave the Academy the chance to inform a wide and varied audience of who we are and what we do.

I would advise any organisation planning to exhibit at Skills Northern Ireland to plan well in advance, make their stand appealing and interactive and have sufficient staff and young people manning the stand as it can get extremely busy.”



Academy Hair  
and Beauty  
Training School

EXHIBITOR

