

# skillsNorthEast

Utilita Arena, Newcastle  
17 & 18 September 2019



TOTAL VISITORS  
**6,465**



NUMBER OF BOOKED GROUPS  
**86**

TOTAL NUMBER OF TEACHERS  
**504**

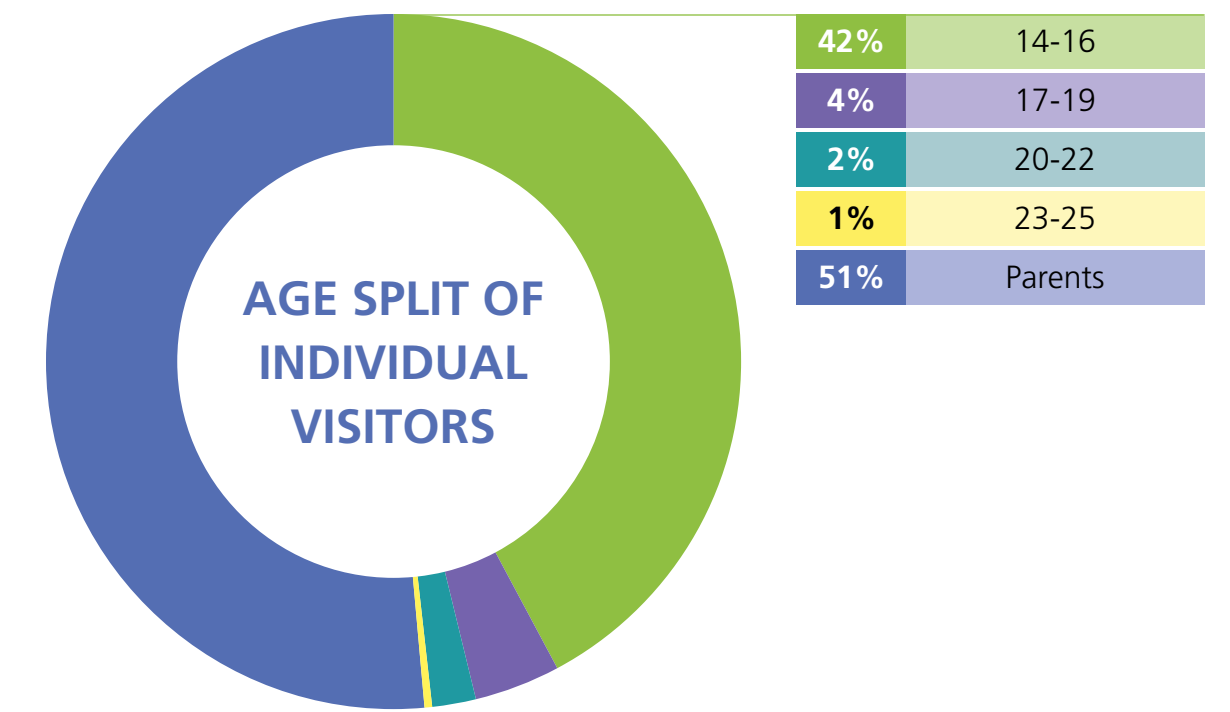
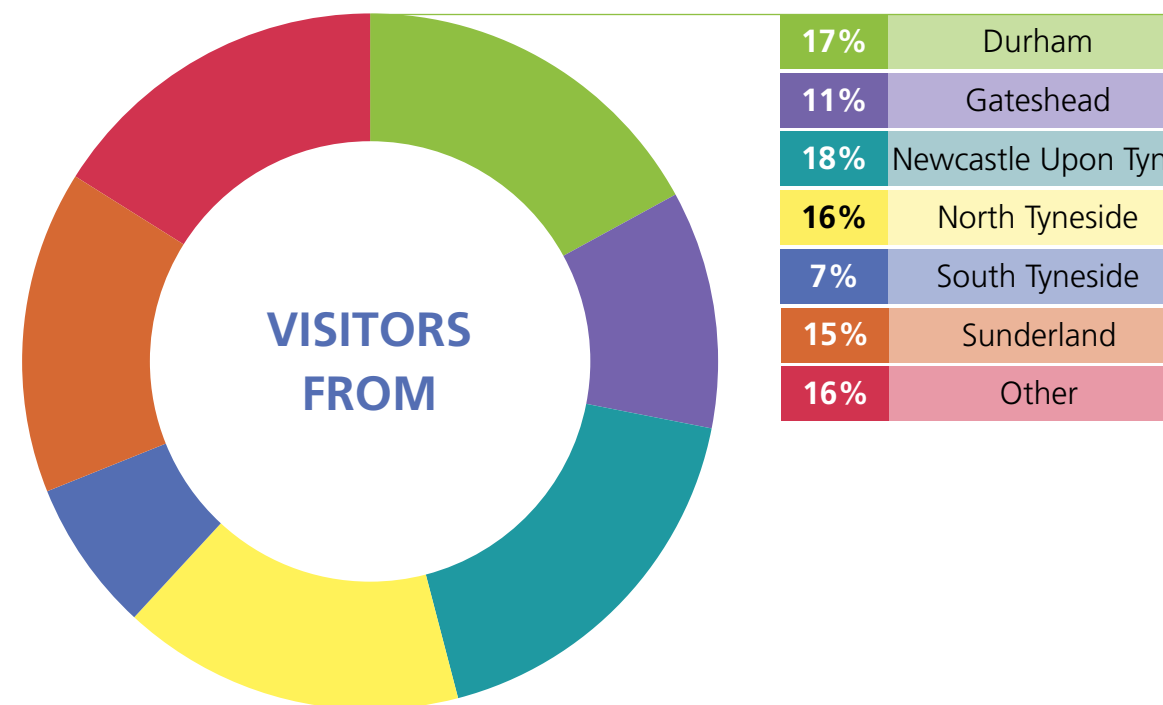
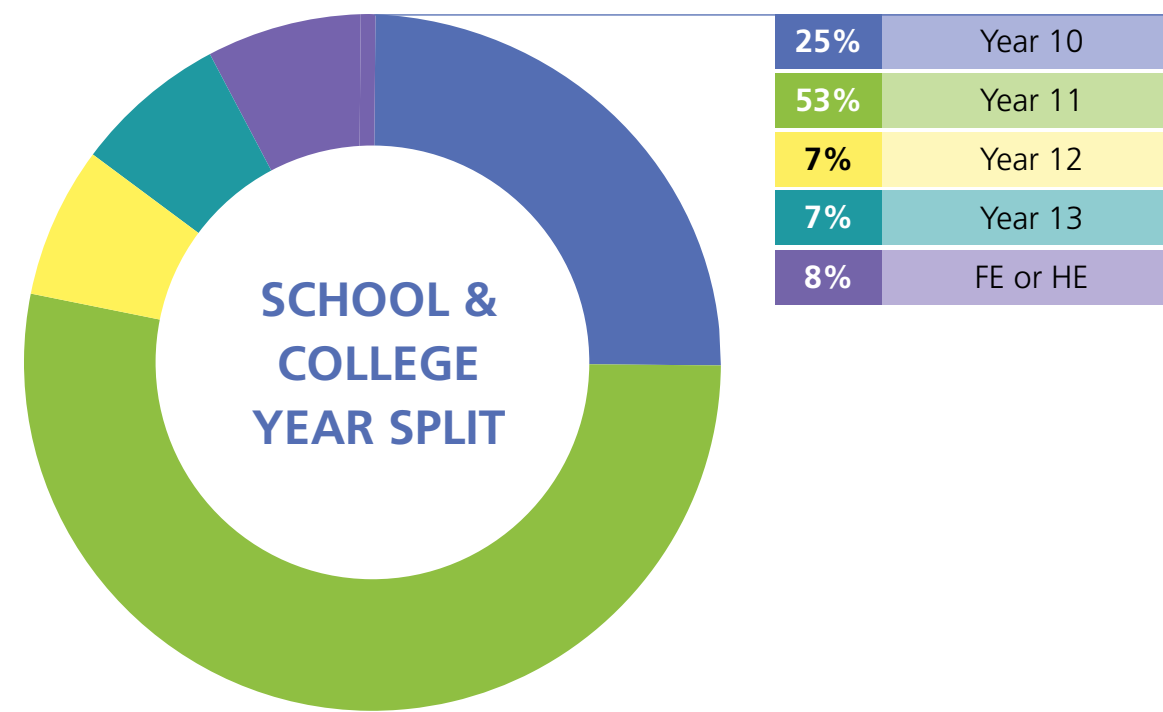
TOTAL NUMBER OF STUDENTS  
**4,751**



TOTAL INDIVIDUAL VISITORS  
**1,210**

INDIVIDUAL DAYTIME VISITORS  
**103**

INDIVIDUAL EVENING VISITORS  
**1,107**



**97%** of group leaders questioned said they would bring their students back next year.

**45%** of students questioned were unsure about their future before attending the event.

**86%** of young people said they now felt excited, confident or clearer about their future after visiting Skills North East.

**91%** of parents questioned had a positive experience at the event.

“The event was very well organised and the two-hour timeslot for students was just right to take in all the stands, find out what they wanted to know, and talk with employers.

Teacher, Lord Lawson of Beamish Academy

I enjoyed the trip and it was very helpful in giving me an insight into how to go down the career path that I'm interested in.

Young person



Take a look at the fantastic photographs from Skills North East on our Flickr page.

ORGANISED BY:  
**prospects** | Events  
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Apprenticeships

**skills**NorthEast returns:  
**Utilita Arena, Newcastle**  
23 & 24 September 2020

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## ★ EVENT FEATURES ★

A **Live Opportunities Board** included live job vacancies, apprenticeships, work experience and training opportunities available from exhibitors.

4 **Get Skilled** stands gave visitors an interactive taste of careers in zoology, digital arts and game design, automotive diagnostics, hair and beauty, cyber security and coding.

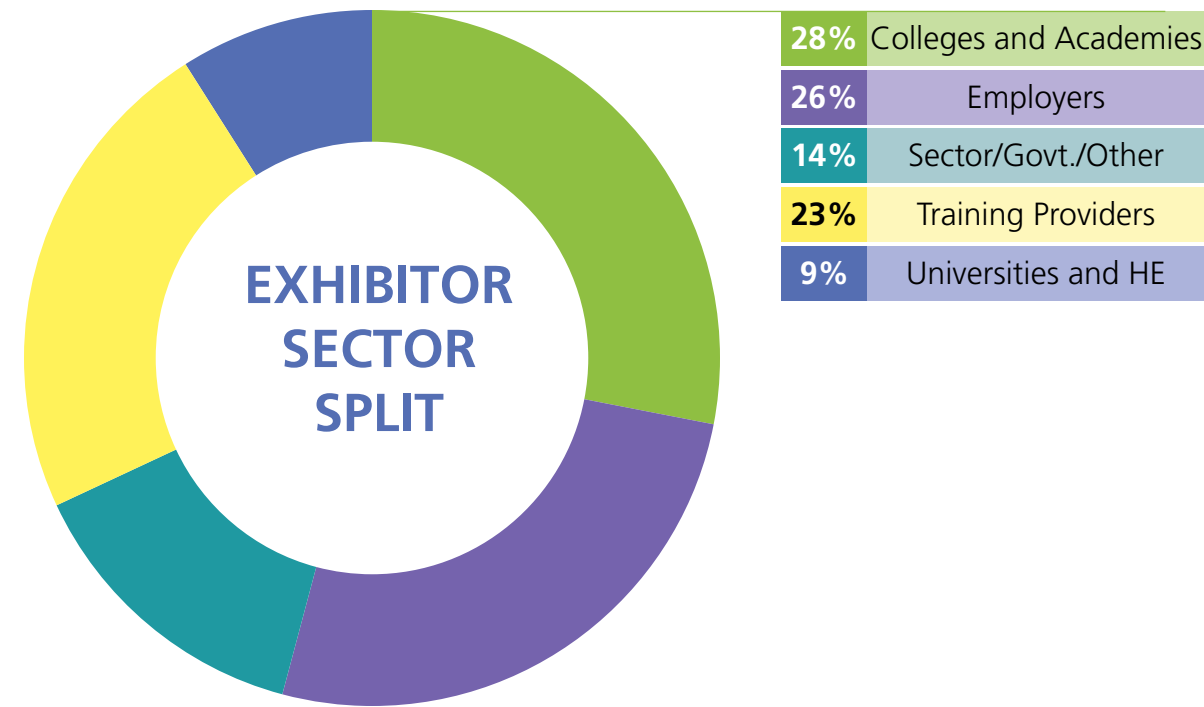
A **Skills Theatre** showcasing local talent, including an exciting timetable of presentations and demonstrations throughout the event.

A dedicated **Healthcare Zone** with stands specialising in a variety of healthcare careers.

2 main **Features** included an ambulance and the Specsavers Eyepod.

**VIP visit** by the new North of Tyne Mayor Jamie Driscoll.

# 43

 EXHIBITORS ATTENDED THE EVENT

**90%** of exhibitors questioned said the event met their overall objectives and expectations.

**100%** of exhibitors believe that careers and skills events offer organisations the opportunity to inform young people, teachers and parents about a range of opportunities.

“ This is an excellent event and we all thoroughly enjoyed exhibiting. We have had great engagement and would hope to come again.

**Northumberland County Council**

Great opportunity to inform young people, teachers and parents about the opportunities in Offshore Wind in the North East.

**Energi Coast (NOF)**

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## MARKETING HIGHLIGHTS

**Telemarketing campaign** to **192** schools with the offer of a free travel bursary contribution.

**Email marketing campaign** to **192** schools, pre-registered individuals including young people and parents/carers across the North East.

**Mailed invite** sent to **12,092** parents/carers of students in Years 10 and 11 across Gateshead, North Tyneside and South Tyneside.

**500 posters** and **5,000 leaflets** sent out to all local schools and key sponsors to display around their workplace.

**Press release** printed ahead of the event, with information about the event posted on **local Facebook groups** and a dedicated **website** with event information and exhibitor links.

**182** engagements, **60** posts using #SkillsNorthEast

**1,479** engagements (organic and targeted), **215,722** impressions via targeted marketing, **55,231** reach via targeted marketing

**308** tweets using #SkillsNorthEast, **20,100** impressions



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