

skillsYorkshire

Centenary Pavilion, Leeds
2 & 3 October 2019



TOTAL VISITORS
5,574



NUMBER OF BOOKED GROUPS
63

TOTAL NUMBER OF TEACHERS
432

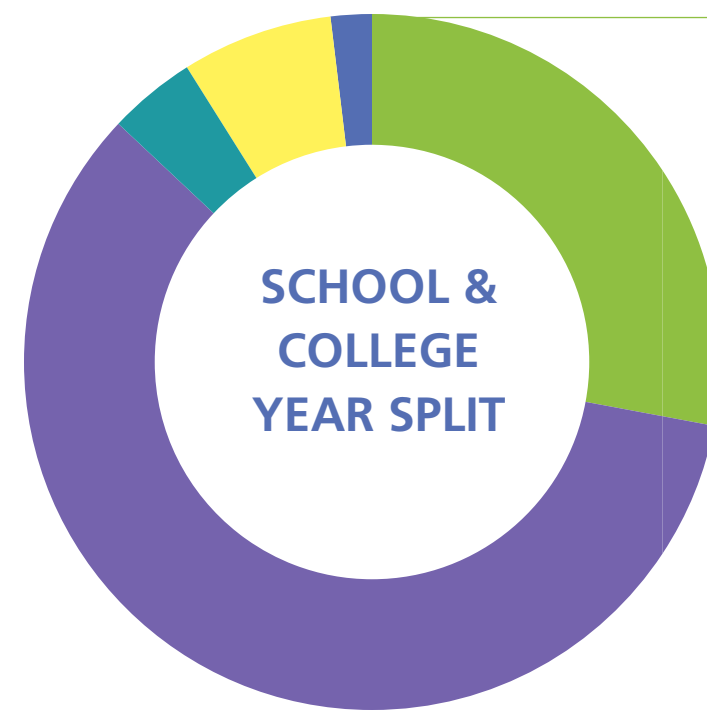
TOTAL NUMBER OF TEACHERS AND STUDENTS
3,372



TOTAL INDIVIDUAL VISITORS
1,677

INDIVIDUAL DAYTIME VISITORS
127

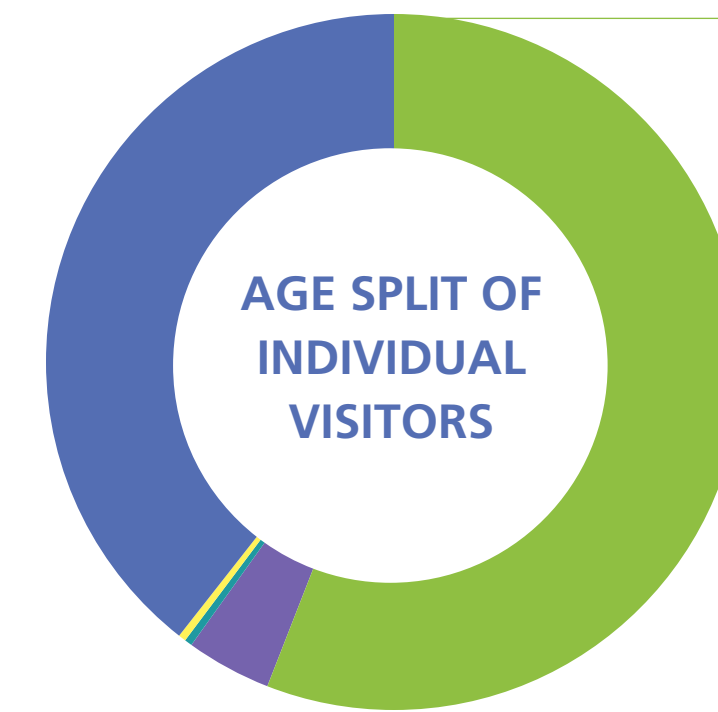
INDIVIDUAL EVENING VISITORS
1,550



28%	Year 10
59%	Year 11
4%	Year 12
7%	Year 13
2%	NEETS



20%	Bradford
1%	Calderdale
8%	Kirklees
49%	Leeds
12%	Wakefield
10%	Other



56%	14-16
3.9%	17-19
0.4%	20-22
0.3%	23-25
39.4%	Parents

83% of group leaders questioned said the contacts they made at the event will enable them to develop links with local and national employers.

85% of students questioned said they had one-to-one conversation with an exhibitor.

94% of parents questioned said they would encourage their child to follow up and apply to the opportunities highlighted at the event.

“ Very well organised, nice atmosphere and inclusive to all learners.
Teacher, Whitley AP Academy

Very enjoyable and opened up some routes for the future.

Young person

Well organised event. My son attended during the day with school and we visited again for the evening session. Hopefully, he will come away with a better idea of what is available.

Parent



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

ORGANISED BY:

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★ EVENT FEATURES ★

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

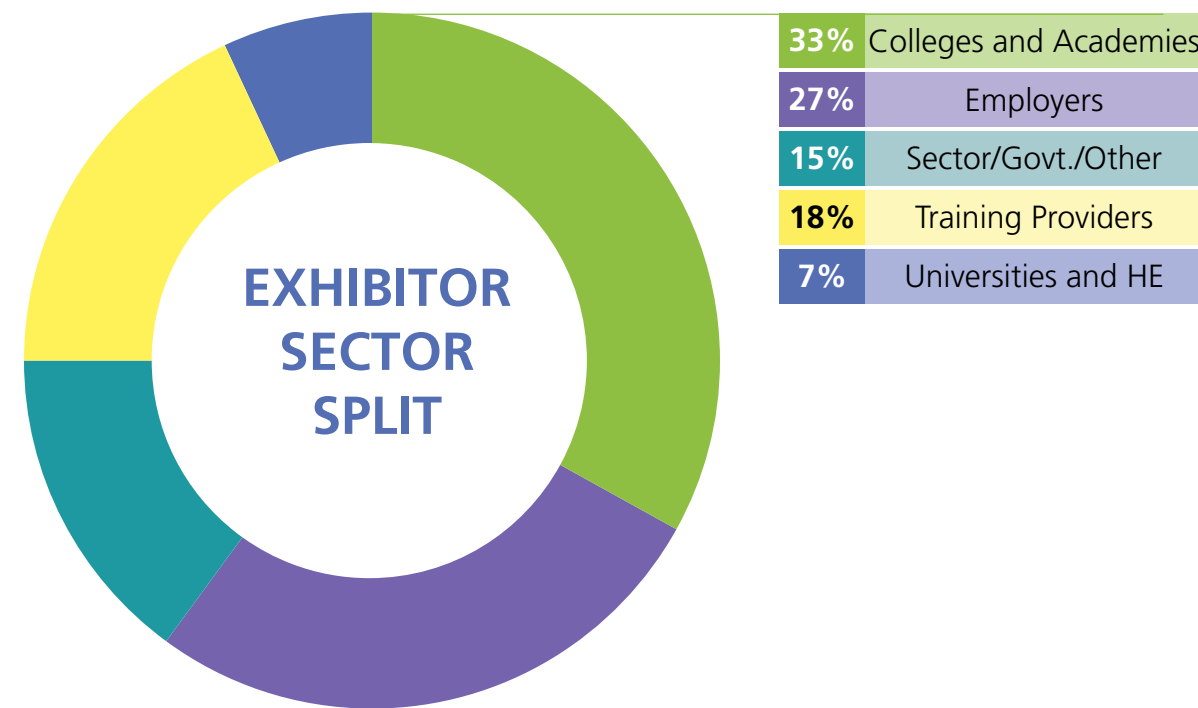
4 **Get Skilled** stands gave visitors an interactive taste of careers in hair and beauty, VR, boxing, bricklaying, joinery and painting and decorating.

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

A dedicated **Creative Zone** sponsored by Futuregoals with stands promoting careers within the creative sector.

A **Careers Hub** allowing young people the chance to have one-to-one interview and CV advice from experts.

45

 EXHIBITORS ATTENDED THE EVENT

100% of exhibitors questioned said the event met their overall objectives and expectations.

94% of exhibitors questioned said the visitors they met were relevant to their company needs.

MARKETING HIGHLIGHTS

Telemarketing campaign to **253** schools with the offer of a free travel bursary contribution.

Email marketing campaign to **253** schools, pre-registered individuals including young people and parents/carers across the Yorkshire.


Mailed invite sent to **16,190** parents/carers of students in Years 10 and 11 across Leeds.


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.

TV coverage from Leeds TV, viewed on Freeview, Sky, Virgin Media & online.

 **182** engagements, **46** posts using #SkillsYorkshire

 **969** engagements (organic and targeted), **80,722** impressions via targeted marketing, **32,827** reach via targeted marketing

 **110** tweets using #SkillsYorkshire, **8,572** impressions

“ Well organised. Evening event was good – works best for us to interact when parents are present, especially parents with a child in Year 11 and 12.

Camira Fabrics

Very good event, good interaction with learners. Very well put together.

JTL

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