

# skillsNorthernIreland

TEC, Belfast

20 & 21 October 2019



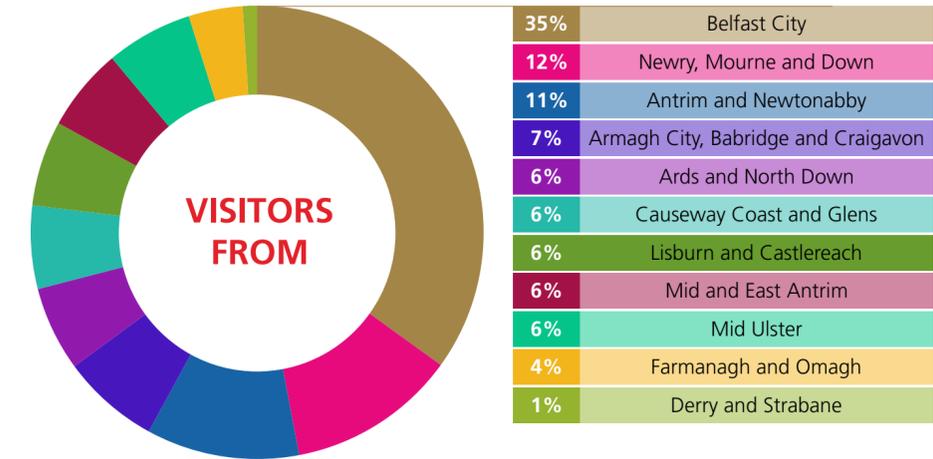
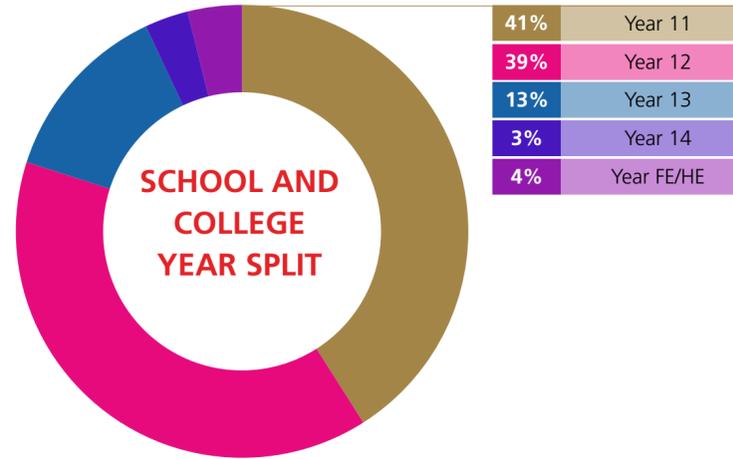
TOTAL VISITORS  
**7,087**



NUMBER OF  
BOOKED GROUPS  
**76**

TOTAL NUMBER  
OF TEACHERS  
**361**

FROM  
**11**  
LOCAL AUTHORITY AREAS



**53%** of young people said they were unsure about their future before visiting the event. This reduced to **23%** after the event.

**100%** of teachers said the contacts they made at the event will enable them to develop links with local and national employers.

**100%** of teachers said their visit to the event enabled their students to develop their skills, knowledge and self-awareness to develop aspirational career aims.

“ The Skills NI event broadened the students understanding of different career areas and has certainly encouraged them to be more open-minded when considering their Post-16 options and pathways.  
**Head of Careers, Loreto Grammar School**

I talked about what courses in film I could do. It's been useful as they provided information on the qualifications, I would need to get in. The event was very fun and interesting, I found many career paths that I didn't know that existed.  
**Student, Ulidia Integrated College**

”

Pupils had a really positive experience and enjoyed the 'hands on' nature of the exhibition stands. They came away enthused!  
**Head of Careers, Cookstown High School**



Take a look at the fantastic photographs from Skills Northern Ireland 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.

6 **Get Skilled** stands gave visitors an interactive taste of careers in catering, utilities, hospitality and tourism, construction, computing and engineering and agriculture.

A dedicated **Health and Social Care Zone** with stands showcasing the wide variety of careers in health and social care in Northern Ireland.

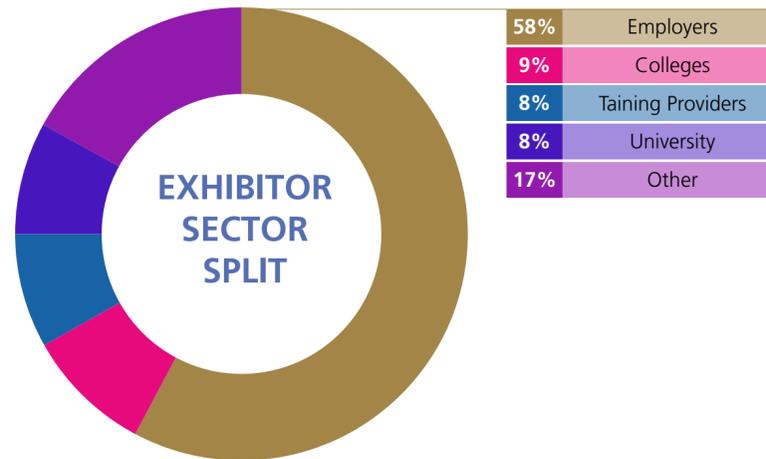
**Department for the Economy** hosted an apprenticeship "Hall of Fame" with representatives from six local businesses, and a Careers Hub where 275 young people received careers information advice and guidance.

An **Ambassador Hub** with information about the Northern Ireland Skills Barometer and 16 Ambassadors who were available to give tours and information about their own career journeys to visitors.

Stephen Greer, 22, won a competition to be the **Face of Skills NI** and got experience as a broadcast journalist, interviewing visitors and exhibitors.

The **Cool FM Roadshow** was hosted on both days, giving away free tickets and prizes to visitors.

# 71

 EXHIBITORS ATTENDED THE EVENT

**96%** of exhibitors said the event met their objectives and expectations.

**84%** of exhibitors said their interaction with visitors was good or excellent.

## MARKETING HIGHLIGHTS

**BBC NEWS** 6pm news coverage

**BBC RADIO ULSTER** Good Morning Ulster news coverage

**CoolFM** coverage prior to the event and during

**23** pieces of print and online coverage

## SOCIAL MEDIA

**Instagram** 11,430 impressions

**Facebook** 84,947 impressions with **2,175** engagements

**Twitter** 36,200 impressions with **1,282** engagements

“ This has given the Keystone Group a great opportunity to speak to talented and bright young people about their career prospects. **The Keystone Group**

Skills NI is an invaluable forum to reach out to young people and bring them relevant information on the IT sector today.

**Bring IT On**

Excellent opportunity to engage with young people of today and promote our higher-level apprenticeship in accountancy.

**Chartered Accountants Northern Ireland** ”



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