



TOTAL VISITORS
8,128



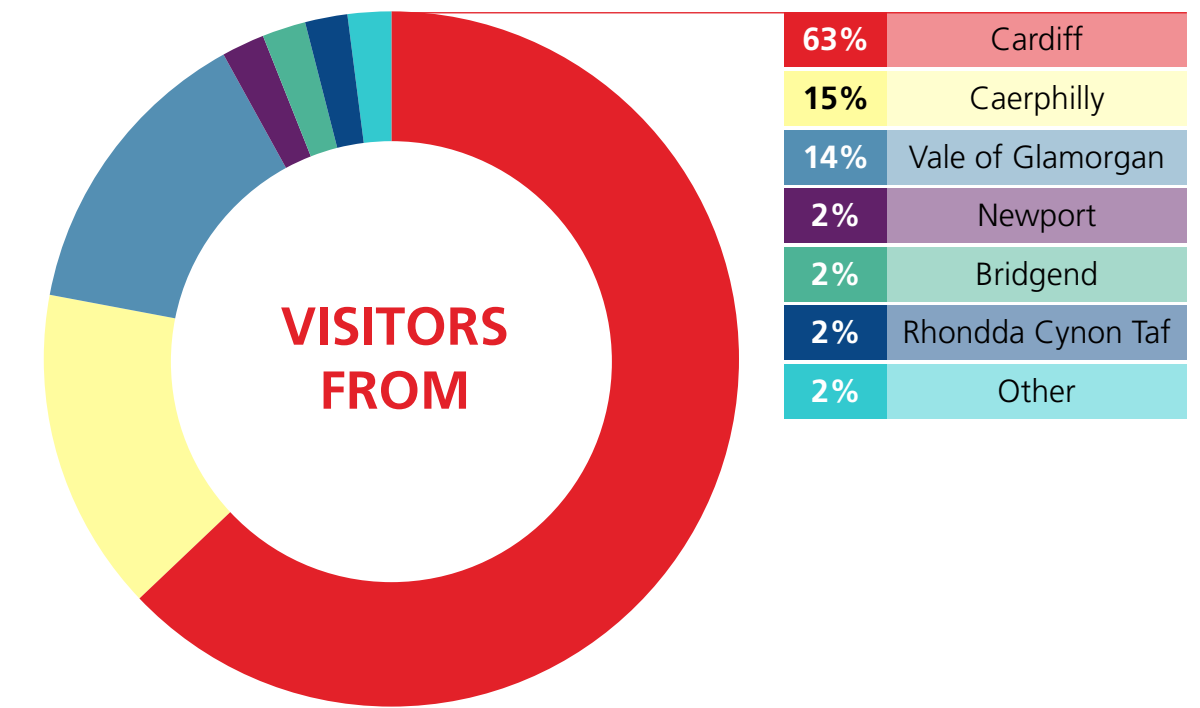
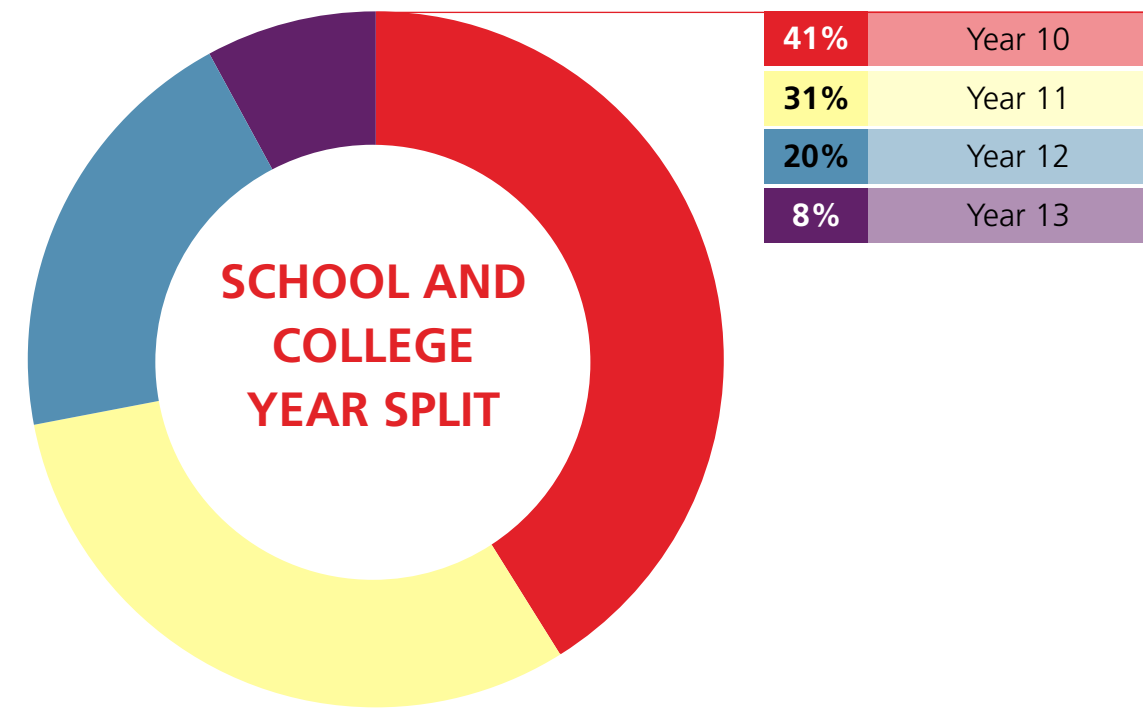
NUMBER OF BOOKED GROUPS
86

TOTAL NUMBER OF TEACHERS
371

FROM **13** LOCAL AUTHORITY AREAS



VISITORS TO THE EVENING OPENING
1,702



51% of young people said they were unsure about their future before visiting the event. This reduced to **24%** after the event.

100% of teachers said their visit to the event has raised the aspirations of their students.

100% of teachers said attendance at the event had enabled their students to have meaningful encounters with employers.

90% of parents/carers rated their visit as good or excellent.

“It’s not easy organising these events but the young people get so much out of them, it gives them ideas and inspiration moving forward. By attending SkillsCymru, pupils realise it’s not just teachers nagging them to attend school and work, they realise that we are setting them up for the future, whether that may be employment or further education.
Careers Adviser, Pontypridd High School

I gained a lot of insight into the pathways that I want to take after sixth form. I now have a clearer idea as to what I will be doing. Thank you to SkillsCymru for providing this event for free. Many students, like myself, have very much benefitted from the experience.
Young person”



Take a look at the fantastic photographs from SkillsCymru Cardiff on our Flickr page.

ORGANISED BY:

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MARKETING-EVENTS
MARCHNATA-DIGWYDDIADAU

SKILLS THEATRE SPONSOR:



SUPPORTED BY:



skillsCymru Cardiff returns:
Motorpoint Arena, Cardiff
7 & 8 October 2020

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MOTORPOINT ARENA, CARDIFF

9 & 10 October 2019

★ EVENT FEATURES ★

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

5 **Get Skilled** stands gave visitors an interactive taste of careers in policing, emergency services, cyber security, building services and entrepreneurship.

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

A dedicated **Construction Village** with stands showcasing the wide variety of careers in the construction industry.

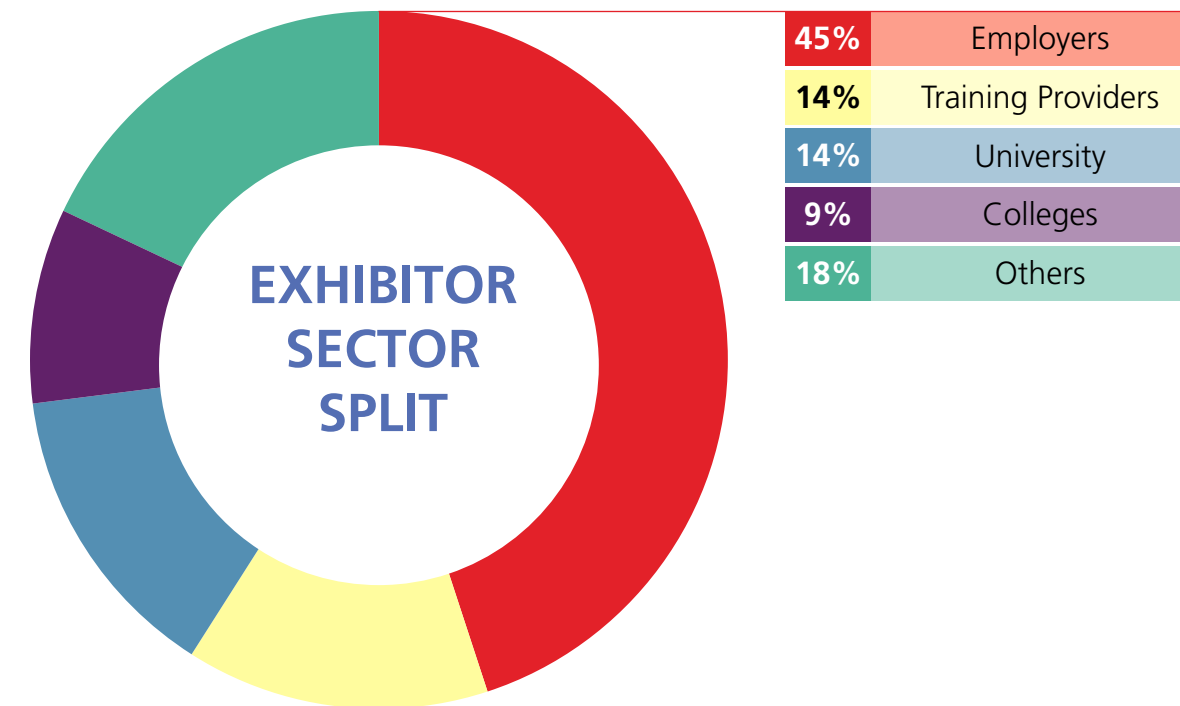
Million Minds Tour welcomed 200 students to a mental health lesson on the first day of the event.

Careers Wales hosted a **Careers Hub**. They gave advice and guidance to **3111 young people**, their teachers and parents.

14 Ambassadors were available on both days to give tours and information about their own career journeys to visitors.

Gethin Owen, 19, won a competition to be the **Face of SkillsCymru** and got experience as a broadcast journalist, interviewing visitors and exhibitors.

66 EXHIBITORS ATTENDED THE EVENT



89% of exhibitors said the event met their objectives and expectations.

80% of exhibitors said their interaction with visitors was good or excellent.

“SkillsCymru was a great opportunity for us to showcase what we do as a club and especially in the education side. This event has really opened our eyes to the opportunities that you provide.
Cardiff City FC Community Foundation

Once again, Prospects Events have delivered a very successful event. We are proud to be associated with such a prestigious event. A wonderful opportunity to engage with our young people and customers. The evening session, engaging with parents was again very successful.
Careers Wales”

MARKETING HIGHLIGHTS

Sent out **17,895 invitations** to parents in six local authority areas

ITV Wales 6pm **news coverage** of Million Minds Tour

17 pieces of print and online coverage

AMBASSADORS

18 Ambassadors across the two events

SOCIAL MEDIA

19,301 impressions

103,178 impressions with **2,310** engagements

3,099,417 impressions of tweets mentioning SkillsCymru from over **500** accounts. **@SkillsCymru** twitter account **54,300** impressions with **1,549** engagements



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SKILLS THEATRE SPONSOR:



Cardiff and Vale College
Coleg Caerdydd a'r Fro

SUPPORTED BY:



Llywodraeth Cymru
Welsh Government



Industry led, funded by the CITB levy

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