

skillsCymru

Venue Cymru, Llandudno
16 & 17 October 2019



TOTAL VISITORS
2,420



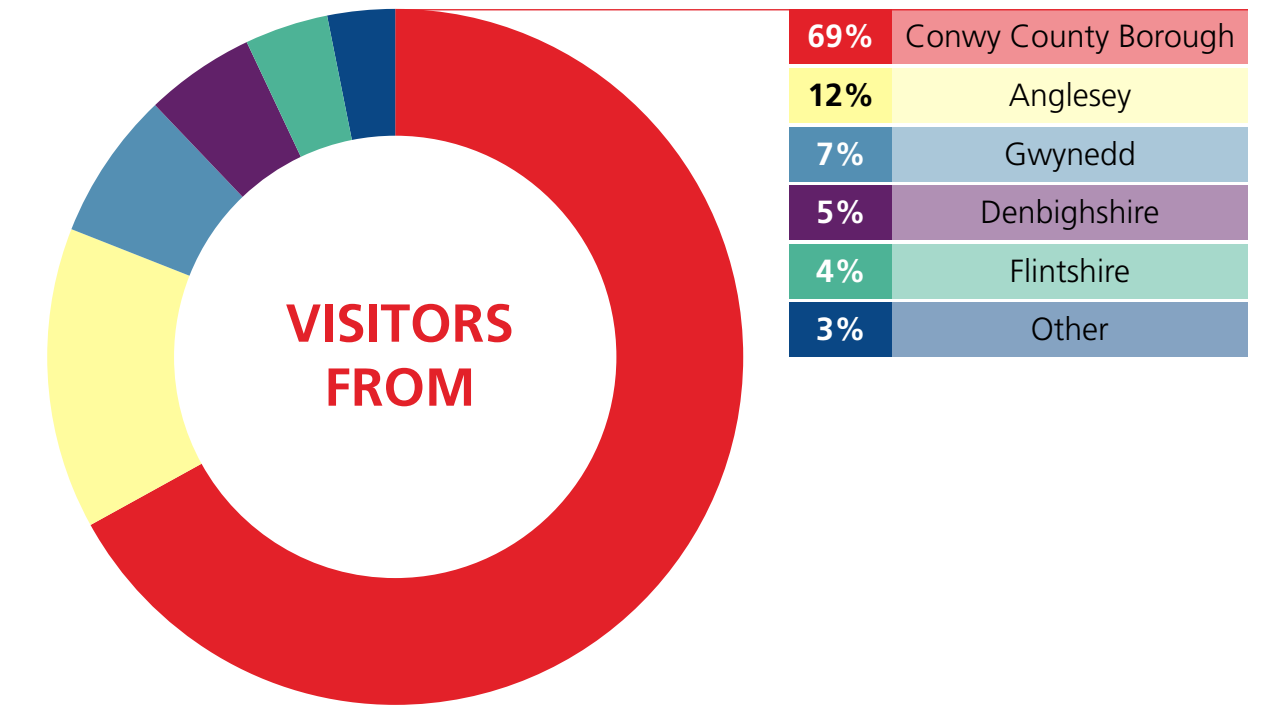
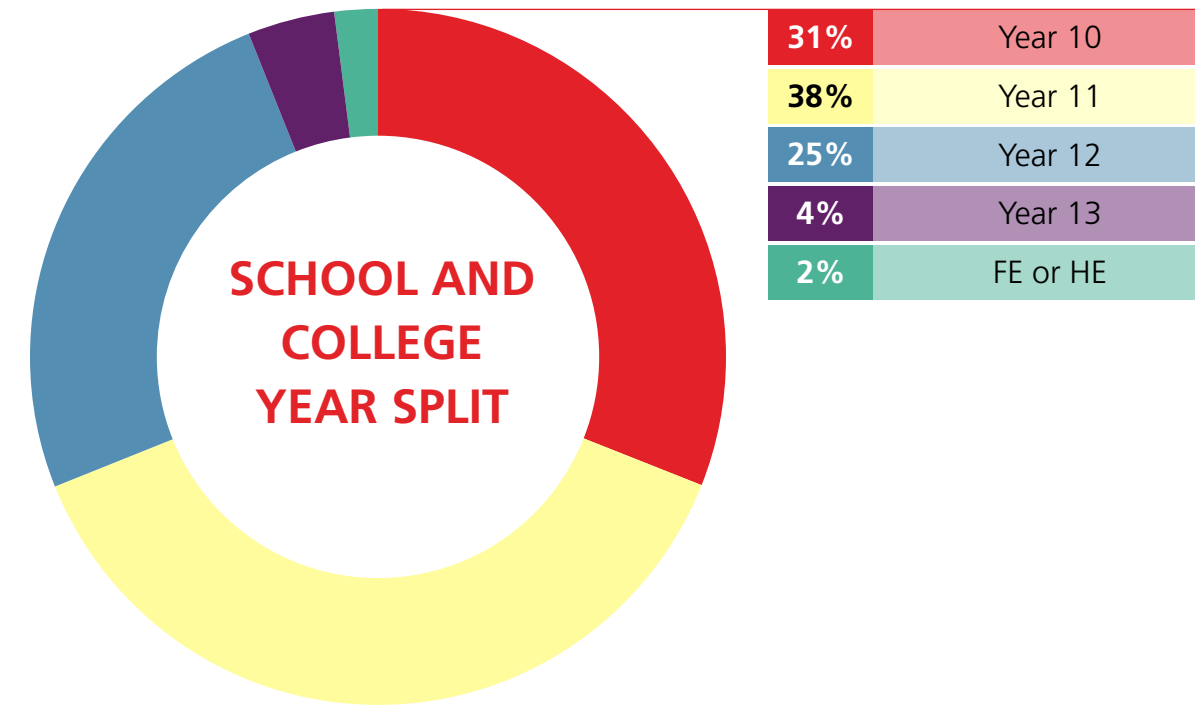
NUMBER OF
BOOKED GROUPS
33

TOTAL NUMBER
OF TEACHERS
134

FROM
6
LOCAL AUTHORITY AREAS



VISITORS TO THE
EVENING OPENING
920



43% of young people said they were unsure about their future before visiting the event. This reduced to **18%** 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.

87% of parents/carers rated their visit as good or excellent.

“An excellent event. It had a huge impact on the group I brought last year, and I confidently expect the same result with the group I brought this year. **Assistant Headteacher, Ysgol Aberconwy**

It was a very pleasing insight to the future my child could have. Thank you to everyone behind the scenes that made the event happen and to each and every company and employees that took time out of their precious lives to be there to deliver the information we all were given and appreciated thank you from myself, son and his nan who also enjoyed it immensely. **Parent**



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

ORGANISED BY:



SUPPORTED BY:



skillsCymru Llandudno returns:

Venue Cymru, Llandudno

14 & 15 October 2020

prospectsevents.co.uk

★ 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 the arts, technology, entrepreneurship and manufacturing.

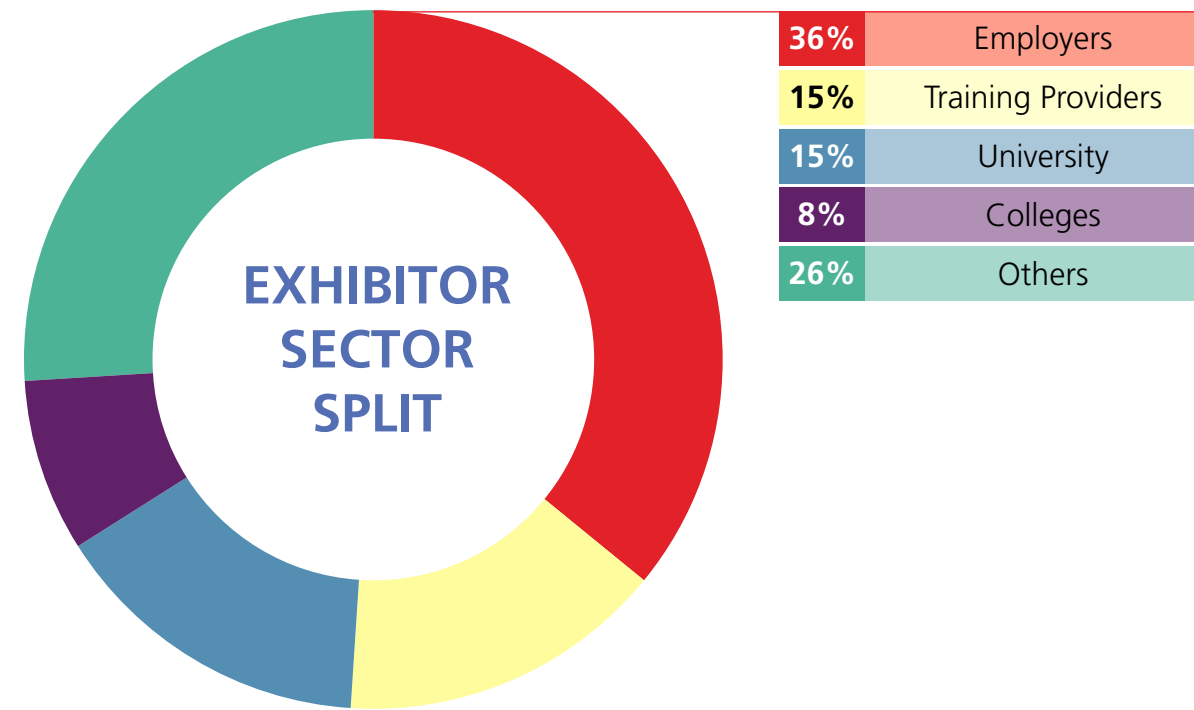
A dedicated **Construction Village** with stands showcasing the wide variety of careers in the construction industry.

Careers Wales hosted a **Careers Hub**. They gave advice and guidance to **1,874 young people**, their teachers and parents.

4 **Ambassadors** were available to give tours and information about their own career journeys to visitors.

Mia Williams, 17, won a competition to be the **Face of SkillsCymru** and got experience as a broadcast journalist, interviewing visitors and exhibitors.

39

 EXHIBITORS ATTENDED THE EVENT

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

92% of exhibitors said their interaction with visitors was good or excellent.

“The experience has been beneficial because of the wide variety of stands/exhibitions on offer and the opportunity to discuss a range of potential careers. **Young person**

The SkillsCymru event was an excellent opportunity for us, as a training provider, to explain to parents, teachers and young people that work-based learning is an equally valued alternative to going to college or sixth form. **North Wales Training**

”

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



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

ORGANISED BY:

prospects | Events

Cazbah
MARKETING-EVENTS
MARCHNATA-DIGWYDDIADAU

SUPPORTED BY:



skillsCymru Llandudno returns:

Venue Cymru, Llandudno

14 & 15 October 2020

prospectsevents.co.uk