

skillsHumber

Bonus Arena, Hull
4 & 5 March 2020



TOTAL VISITORS
3,339



NUMBER OF BOOKED GROUPS
29

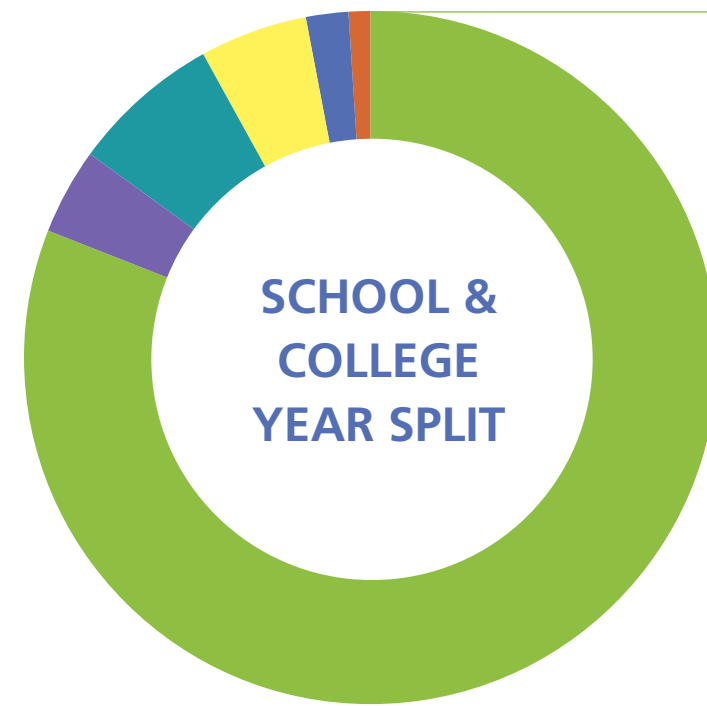
TOTAL NUMBER OF TEACHERS AND STUDENTS
2,366



TOTAL INDIVIDUAL VISITORS
973

INDIVIDUAL DAYTIME VISITORS
120

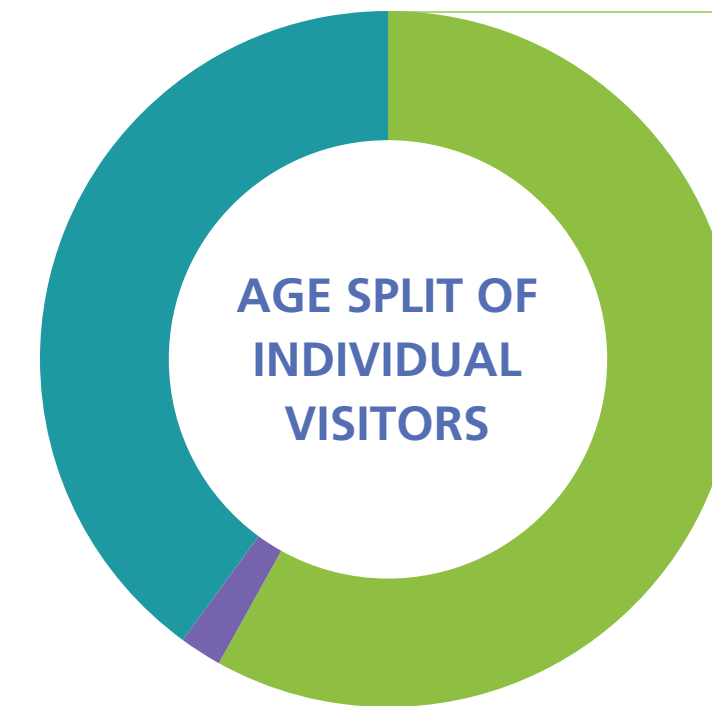
INDIVIDUAL EVENING VISITORS
853



81%	Year 10
4%	Year 11
7%	Year 12
5%	Year 13
2%	FE
1%	Other



65%	City of Hull
29%	East Riding of Yorkshire
5%	North Lincolnshire
0.2%	North East Lincolnshire
0.8%	Other



58%	14-19
2%	20-25
40%	Parents

100% of group leaders asked agreed that the live activities and demonstrations gave their students a taster of a range of career sectors.

83% of group leaders questioned said the exhibitors motivated their students to consider a range of pathways including higher education, apprenticeships and vocational courses.

96% of parents asked said Skills Humber made them feel informed, more prepared to answer their child's questions and help them make choices.

“ I would like to say thank you from Hessle High School for putting on such a fantastic event. Our students really benefited from being able to attend and had the opportunity to gather information about their futures.

Teacher

This event is engaging and gave me great insight into possible career options.

Student

I would recommend this event to other parents for their children as it's helped us with all the information available.

Parent



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

ORGANISED BY:

prospects | Events

Part of the **skillsEngland** series

IN PARTNERSHIP WITH:



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EVENING OPENING SPONSOR:



skillsHumber returns:
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★ EVENT FEATURES ★

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

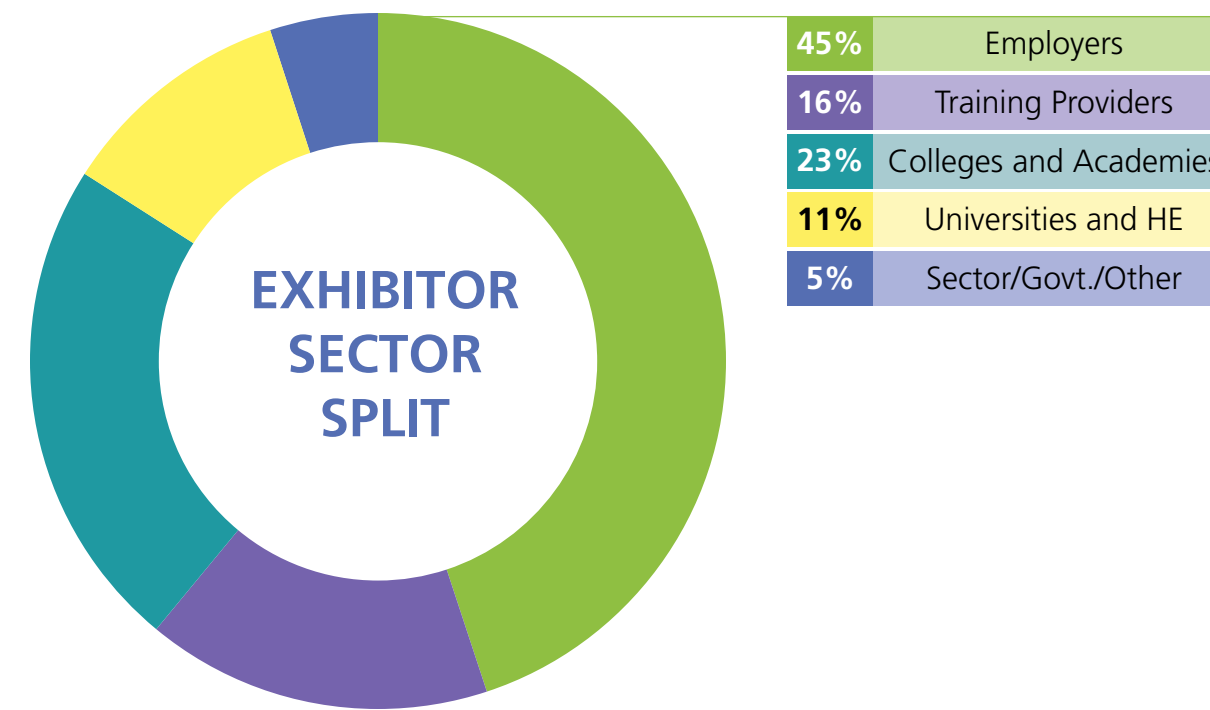
4 **Get Skilled** stands gave visitors an interactive taste of careers in local government, sports and public services, hospital care and the food industry.

A **Climbing Wall** hosted by The British Army, a daring challenge for young people to test their courage, problem solving and fitness.

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

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

38 EXHIBITORS ATTENDED THE EVENT



302 total tweets tagging @SkillsEngland and using #SkillsHumber
36,000 impressions.

1,247 engagements (organic and targeted marketing), **62,447** reach (organic and targeted marketing) and **144,767** impressions (targeted marketing).

3,283 engagements, **3,198** reach and **3,523** impressions via stories and posts.

“ East Riding of Yorkshire Council was delighted to take part in Skills Humber 2020. An excellent opportunity to promote what we do and meet our future workforce!
East Riding of Yorkshire

Excellent event, we were pleased with the overall event.
HETA

MARKETING HIGHLIGHTS

Telemarketing campaign to **81** schools with the offer of a free travel bursary contribution.

Email marketing campaign to **81** schools, pre-registered individuals including young people and parents/carers across the Humber region.

Mailed invite sent to **11,410** parents/carers of students in Years 10, 11, 12 & 13 in the Hull City region.

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

Website slider on the homepage of the Bonus Arena website as well as an **event listing**. **Solus email** to Bonus Arena database of **20,000** people.

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

Bond Holder breakfast meeting held at Skills Humber including an official opening by Emma Hardy MP.

95% of exhibitors questioned said the event met their overall objectives and expectations.

This was a second very successful year for Skills Humber and I was delighted that Marketing Humber were invited again to work alongside the Prospects team to deliver a Marketing Humber 'Bondholder' breakfast event. The Bondholder event hosted more than one hundred business leaders, who gathered to participate in a creative leadership workshop and presentation, before taking in the interactive exhibition with students from around the region. The engagement between business and the next generation was wonderful to see.
Marketing Humber

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