

skillsSouthWest

Plymouth Pavilions, Plymouth
11 & 12 March 2020



TOTAL VISITORS
3,109



NUMBER OF BOOKED GROUPS
30

TOTAL NUMBER OF TEACHERS AND STUDENTS
1,808

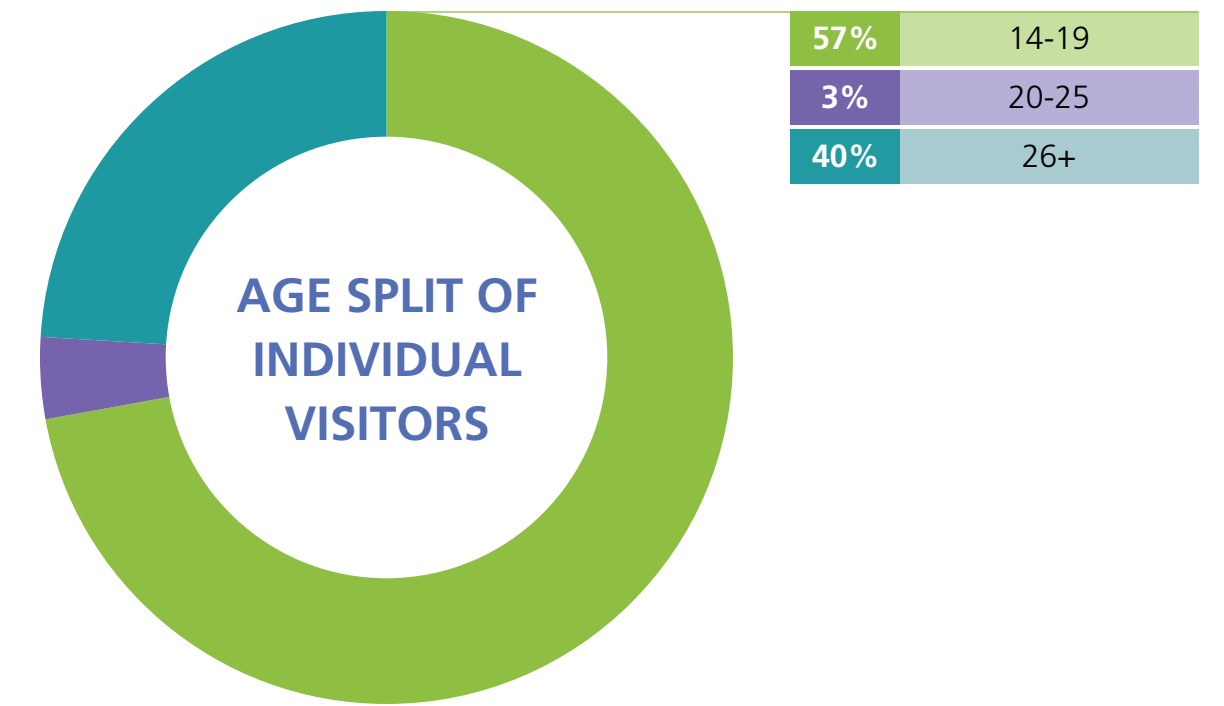
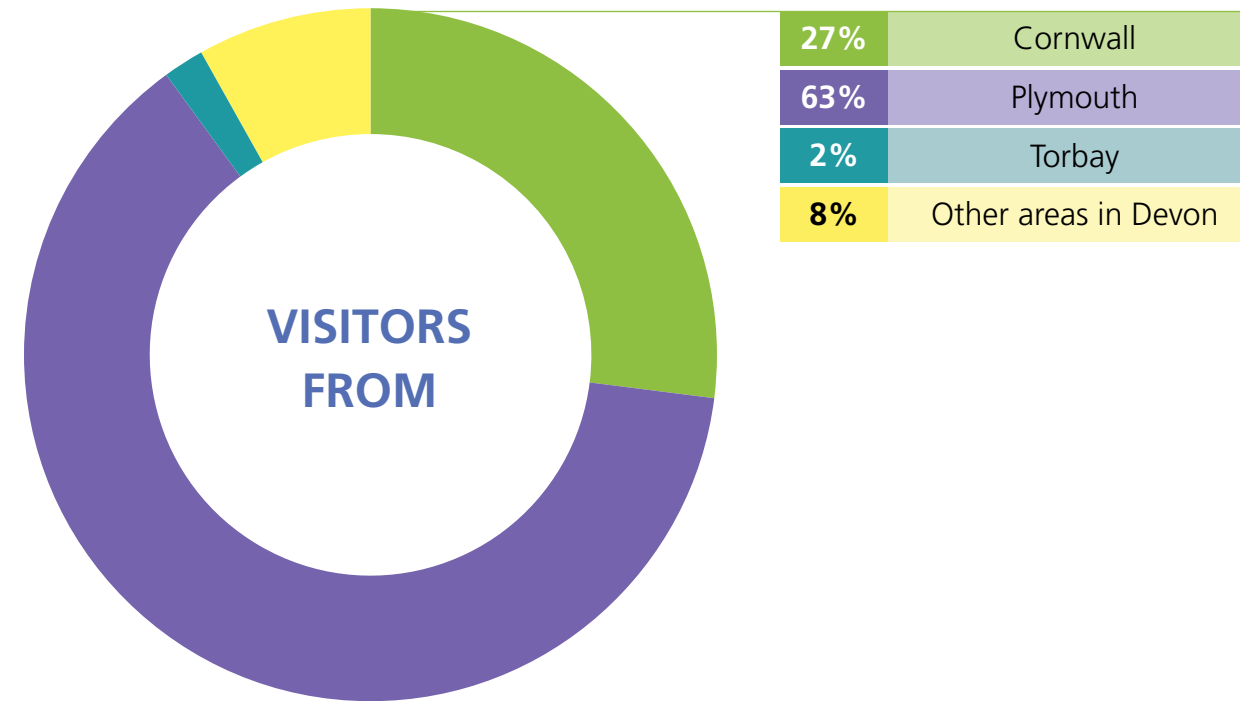
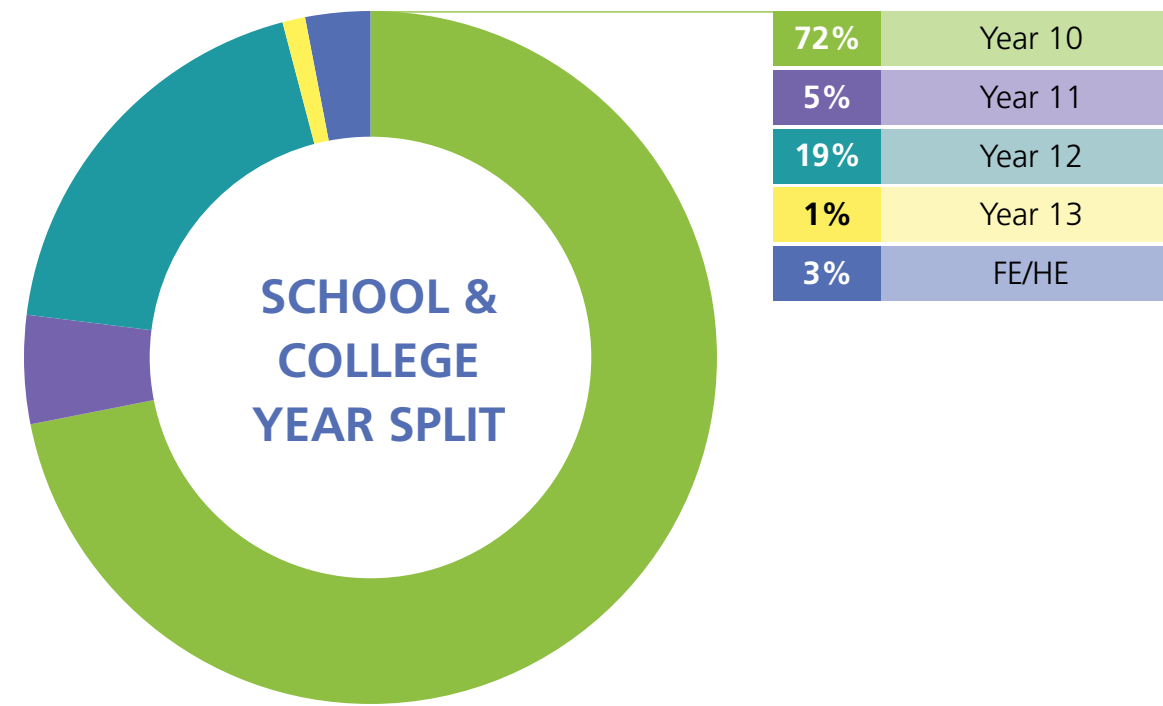
TOTAL NUMBER OF TEACHERS
135



TOTAL INDIVIDUAL VISITORS
1,301

INDIVIDUAL DAYTIME VISITORS
296

INDIVIDUAL EVENING VISITORS
1,005



88% of group leaders said they would bring their students back next year.

96% of young people said skills South West helped shape their career aspirations. Before the event **22%** of students questioned did not have any career aspirations.

95% of parents asked said they would recommend their child to follow up on the contacts they made at this event.

“ We appreciate how engaging the people on the stalls are. They are really forthcoming, very open and very friendly. I’ve enjoyed meeting lots of different people here. I didn’t realise all these opportunities were available, so it’s been a real eye opener. **Teacher**

Talking to the fire department about their role as an on call firefighter has ignited my child’s passion for the job. I also felt inspired about my future career choice whatever that may be. **Parent**

I’ve gained key insights into potential apprenticeship options. **Student**



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

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★ EVENT FEATURES ★

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

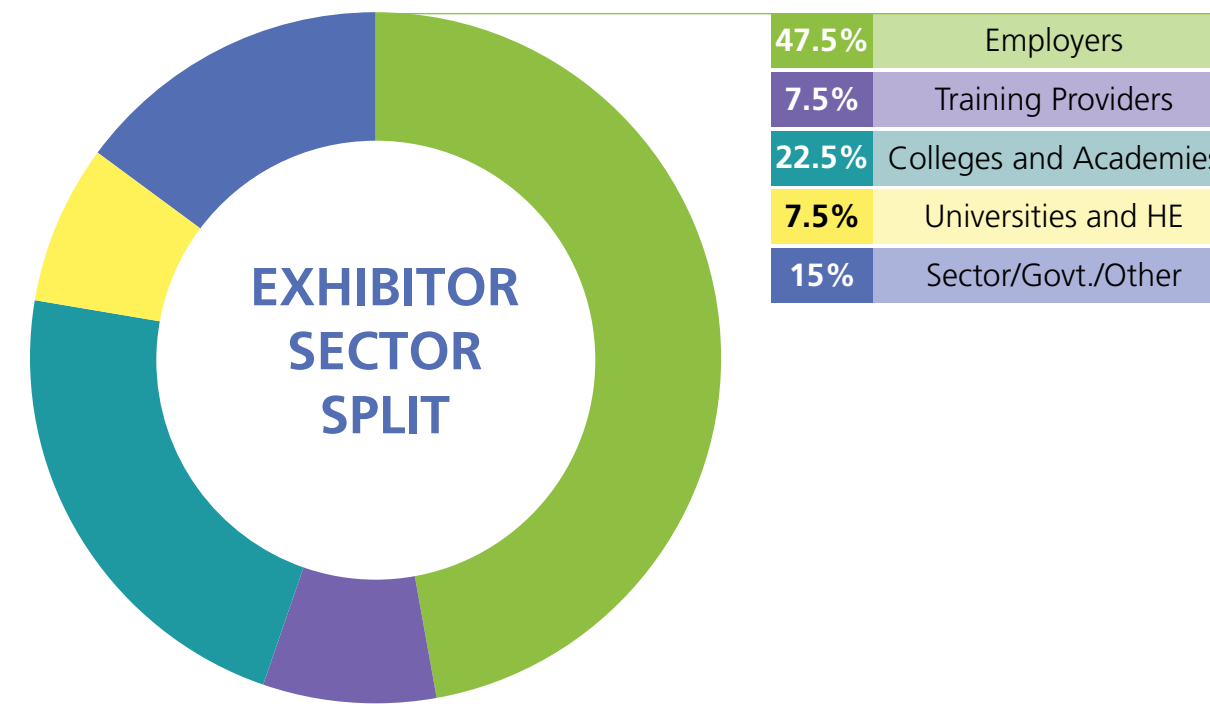
4 **Get Skilled** stands gave visitors an interactive taste of careers in bricklaying, plastering, construction, barbering / hairdressing, broadcast journalism, photography, digital arts and design, military and protective services, and forensics.

A dedicated **Healthcare Zone** to showcase careers in care and the NHS.

100% of exhibitors questioned agree that offering interactive demonstrations and activities is a successful format for engaging visitors.

95% of exhibitors questioned agree that Skills South West is a rare and invaluable opportunity to meet face to face with our target audience in Plymouth.

40 EXHIBITORS ATTENDED THE EVENT



90 total tweets tagging @SkillsEngland and using #SkillsSouthWest
36,000 impressions.

1,652 engagements (organic and targeted marketing), **59,984** reach (organic and targeted marketing) and **146,298** impressions (targeted marketing).

3,283 engagements, **3,986** reach and **4,375** impressions via stories and posts.

MARKETING HIGHLIGHTS

Telemarketing campaign to **226** schools with the offer of a free travel bursary contribution.

Email marketing campaign to **226** schools, pre-registered individuals including young people and parents/carers across the South West

Mailed invite sent to **10,840** parents/carers of students in Years 10, 11, 12 & 13 across Plymouth.

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 Plymouth Pavilion website as well as an **event listing**.

Solus email to Plymouth Pavilions database of **15,000** people.

Roundabout banner posted outside of the Plymouth Pavilions for **one week** prior to show opening with an average of **20,000** vehicles driving past per day.

2,000 leaflets used for leaflet distribution at Plymouth Pavilions post show's **one week** prior to show opening.

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.

“ A Year 10 boy did really well with the bricklaying, so I gave him my card and asked him to keep in touch. There was also a female student who came along in the day with her school and then came back in the evening with her parents. This was a real success story as she is looking to start a trade in carpentry. I had to challenge some male perceptions of how women get on in this industry, but we did it.

Sponsor, Barratt Homes

We would consider this event a successful recruitment tool because of the sheer size of the event; you must have a presence as an organization to be considered. It's great to get out there because people don't necessarily know what you do, so raising brand awareness is always a bonus.

Exhibitor, Met Office

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