

# skillsEngland

**OUR REGIONAL SERIES OF SPRING 2021 SKILLS, CAREER  
AND APPRENTICESHIP EVENTS HAVE GONE VIRTUAL!**

**skillsHumber**  
21 APRIL 2021

**skillsSouthWest**  
21 APRIL 2021

**skillsNorthWest**  
21 APRIL 2021

**97%**

of schools said they'd  
provide access to  
virtual skills events\*

@SkillsEngland



# WHY EXHIBIT AT A SKILLS ENGLAND EVENT?

As education responds to the Covid-19 pandemic, we are acutely aware that now more than ever young people need guidance, access, and information on careers to support them as they plan for the future.

*'44% of 16-25 year olds say their aspirations for the future are now lower as a result of the pandemic'*\*\* , The Prince's Trust, 29 September 2020

Our Skills England events bring together national and local employers from a wide range of sectors as well as training and further education providers. Being part of our event will provide you with the ideal opportunity to promote your organisation and engage with students from year 10-13 together with their key influencers.

Providing career advice and guidance is an essential element for schools to deliver against Gatsby Benchmarks, and 97% of schools contacted by us said they will support the events and allocate time to visit\*. We recognise that the huge level of virtual events has created both good and bad experiences, but we are confident and will use our extensive experience of delivering the Skills England series to create a virtual environment which gives you and young people the opportunity to create meaningful connections.

## ABOUT THE ORGANISER

**prospects** | Events

Prospects Events are the market leader in delivering skills, career and apprenticeship events across the UK.

Our annual portfolio of events are free to visit and offer exhibitors direct access to students, young people, families, teachers and career professionals.

Prospects Events is part of Shaw Trust, one of the largest 25 charities in the UK, helping to transform the lives of young people and adults across the UK and internationally. As part of a group headed by a registered charity, any profits made via the commercial trading businesses, including Prospects Events, can only ultimately be used in funding the charitable objectives of the group.

Find out more at [prospectsevents.co.uk](https://prospectsevents.co.uk)

\*We spoke to 80 schools in September 2020 where 97% responded that they will support our virtual events.

\*\**'Lower aspirations for the young since the pandemic'*, The Prince's Trust, 29 September 2020.

# REASONS TO EXHIBIT

- Direct engagement with your future talent and their key influencers
- Regional exhibit halls and seminar theatres
- Promote apprenticeship, training, and learning programmes
- Advertise current and future opportunities
- Highlight your sector and engage to fill future skills gaps
- Downloadable content and live chat function available
- Support young people and give confidence in future careers
- Connect with a broader audience through the twilight sessions
- Company profile included in downloadable event guide
- Analytics available from the platform
- The event will be accessible for 30 days after the event date with post-event marketing

Let us help you find the best virtual solution and opportunity to get your message directly to young people

## EXAMPLES OF WHAT TO EXPECT

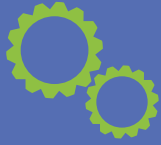


These are unbranded, example images of the platform and not necessarily what the event would look like on the day

# AUDIENCE ATTRACTION



Direct calls and emails with career contacts, teachers, and senior leaders at schools and colleges across each region. Many will know us from our annual events.



Promotion via local partnerships with key organisations and individuals including Metro Mayors, LEPs, local councils and other regional stakeholders.



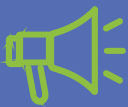
Pre-event career resources and lesson plans given to schools.



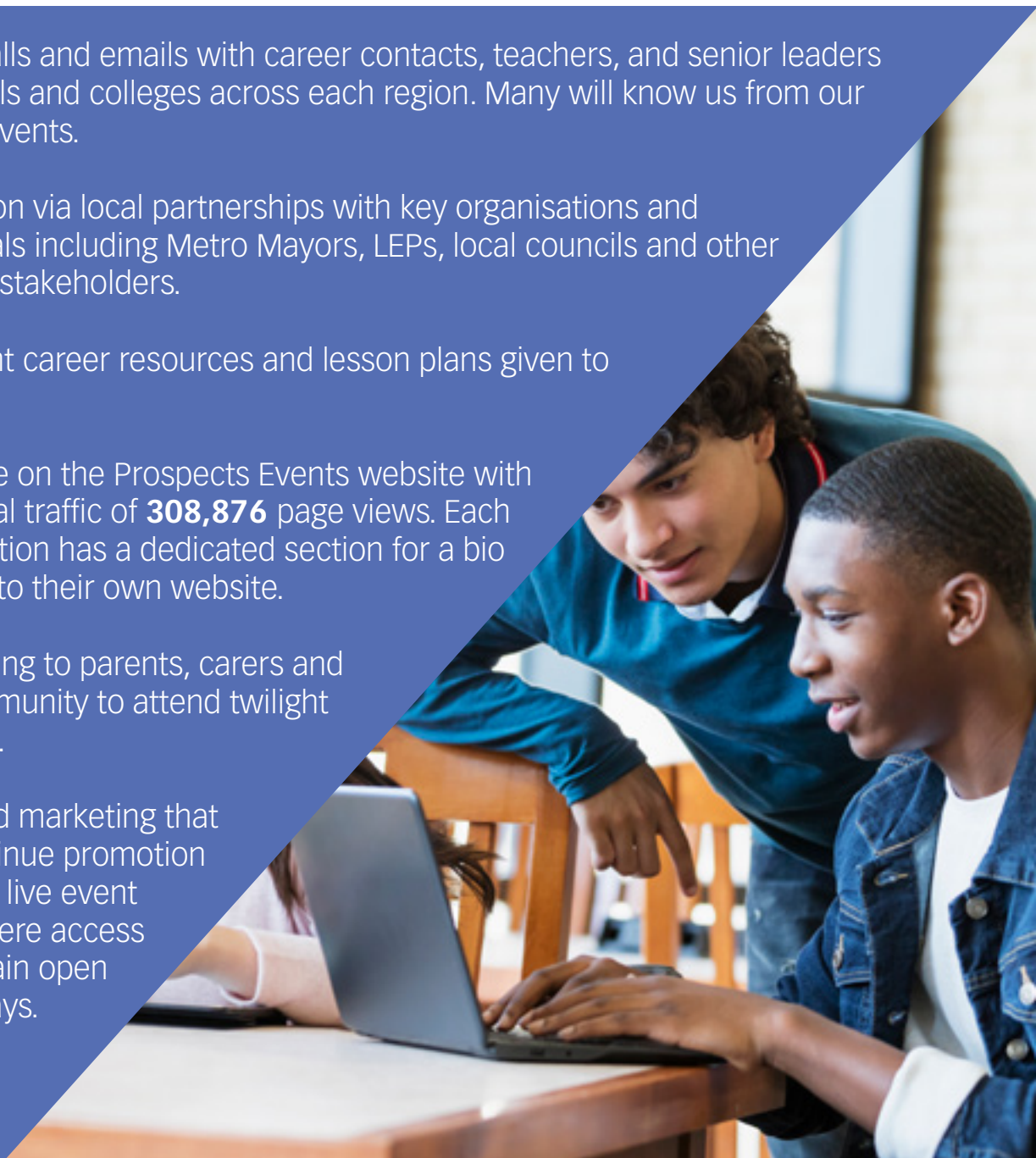
Presence on the Prospects Events website with an annual traffic of **308,876** page views. Each organisation has a dedicated section for a bio and link to their own website.



Advertising to parents, carers and the community to attend twilight sessions.



Extended marketing that will continue promotion after the live event date, where access will remain open for 30 days.



*'Prospects Events continually deliver the most exceptional careers events in which we, Barratt Homes, are always proud to be a part of. We have successfully recruited each year and whilst Covid-19 has changed the way in which we can exhibit and meet face-to-face, Barratt are certain that we will have an equally brilliant and successful virtual careers event with Prospects Events at the helm. We are very much looking forward to working alongside Prospects Events in this innovative and exciting way'*

Barratt Homes



**BARRATT**  
HOMES

# EXHIBITOR PACKAGE OPTIONS:

(per event)

	BRONZE £800 + VAT	SILVER £1,100 + VAT	GOLD £1,500 + VAT
Customised virtual stand	✓	✓	✓
Virtual stand size	Small	Medium	Large
30-day exposure on platform	✓	✓	✓
Company branding/logo	✓	✓	✓
6-month listing on Prospects Events website	✓	✓	✓
Support and logistics help	✓	✓	✓
Links to website/social media	✓	✓	✓
Downloadable PDF resources	1	3	6
Video resource	1	2	3
Data report/analytics	✓	✓	✓
Listings in event brochure	✓	✓	✓
Inclusion in pre-event marketing campaign to schools and colleges	✓	✓	✓
Current vacancies	✓	✓	✓
Live chat function on event day	✓	✓	✓
Inclusion in pre-event email newsletter	X	X	✓
Additional branding opportunities	X	X	✓

**Bespoke Platinum partner and sponsor packages are also available. Please ask for more details**

## Get in touch today



Martin Collard



Jen Delderfield



Gabrielle McEvans



Paige Davey



Suzanne Quarton



Gillian Rowe