

# skillsLondon 2017

Friday 24<sup>th</sup> November 2017  
9.30am – 4.00pm  
Saturday 25<sup>th</sup> November 2017  
9.30am – 4.00pm ExCel, London

[www.skillslondon.co.uk](http://www.skillslondon.co.uk)

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## **Marketing toolkit for employers, stakeholders and partners**

We would value your help to promote Skills London to your staff, clients and any other contacts in the run up to the event and at the event itself. Our reach only goes so far, and with your help we can spread the word to the wide range of attendees Skills London brings together.

This toolkit provides text about the event, suggested communication channels and resources we have created with links to access and download.

### **Download our poster and flyer:**

**Poster** – <http://skillslondon.co.uk/Portals/38/SkillsLondon17-A3poster-guitar-web.pdf>

**Flyer** – <http://skillslondon.co.uk/Portals/38/SkillsLondon17-DL-web.pdf>

Why not stick a copy in your office, post online or send to clients to promote the event. If you require printed copies, please contact [fiona.whitewood@prospects.co.uk](mailto:fiona.whitewood@prospects.co.uk)

### **Photographs from Skills London 2016:**

Please visit our Flickr album to view and download photos from Skills London 2016 to accompany any social media posts, emails or articles.

<https://www.flickr.com/photos/prospectsevents/albums/72157678056503336>

### **Text message template:**

Visit the UK's biggest jobs and careers event on 24 & 25 November 2017 from 9.30am – 4pm at ExCeL London. Free entry and thousands of opportunities for young people!

**Email / intranet article to promote the event to your staff:**

Skills London 2017: Visit the UK's biggest jobs and careers event!

Brought to you by London First and delivered with Prospects, Skills London is the UK's biggest jobs and careers event for 15-24 year olds and their families, taking place on 24 & 25 November 2017 at ExCeL London. The event attracts over 30,000 visitors and 200 exhibitors including top employers, colleges, training providers and advisers.

This two day event provides visitors with the opportunity to discover careers through interactive, inspirational activities and demonstrations, and helps young people visually bridge the gap between what they enjoy doing and what they could potentially do as a career. In addition to being free to attend, schools and colleges are also offered a travel bursary to help with transport costs courtesy of Heathrow, the Headline Partner of Skills London 2017.

If you are a parent / carer of a young person, you are invited to come along with your family and friends for FREE, on either the Friday or Saturday from 9.30am – 4.00pm to find out more. As an exhibitor at the event, we look forward to seeing many of our staff and their children exploring all of the options available to them.

\*\*\*Please feel free to add information about your involvement at the event here\*\*\*

To find out more or to book online, please visit [www.skillslondon.co.uk](http://www.skillslondon.co.uk)

Join the conversation @SkillsLondon

**Social media:**

Join the conversation and spread the word **@SkillsLondon** via the channels below. Let us know what you're up to at the event or simply retweet / repost our messages to your followers!

We are regularly sharing updates about the event, news from exhibitors, partners and sponsors, topical news relating to education, careers and apprenticeships and much more!



**@SkillsLondon**

### **Example social media posts to promote the event:**

Please remember to incorporate [www.skillslondon.co.uk](http://www.skillslondon.co.uk) in any promotion of the event in order to ensure its effectiveness. Here are some example tweets:

*Visit our stand @SkillsLondon on 24 & 25 Nov at ExCeL London; the UK's biggest jobs and careers event! [www.skillslondon.co.uk](http://www.skillslondon.co.uk) #careergoals*

*Turn your career aspirations into reality at the UK's biggest jobs and careers event @SkillsLondon on 24 & 25 Nov [www.skillslondon.co.uk](http://www.skillslondon.co.uk)*

*Discover options for young people & future career opportunities @SkillsLondon 24 & 25 Nov [www.skillslondon.co.uk](http://www.skillslondon.co.uk) #careergoals*

### **Pre-event social media competition:**

We are running a pre-event social media competition to encourage young people to start thinking about their career options and interact with our social media channels.

**“Win an iPad! Post a pic of your dream job, using #careergoals @SkillsLondon via any of these social media channels before 20/11/17”**

Further details and terms and conditions can be [found here](#)

### **During the event:**

- Share photos / videos of your stand with us on social media by tagging @SkillsLondon and using the hashtag #careergoals

### **Please see below event hashtags:**

#skillslondon # #careergoals #london

### **Inspire young Londoners with our new video series #tipsfromthetop**

We have asked a number of London's business leaders to share their own career advice with us. The content has been designed to inspire our next generation workforce and give young people the confidence to think differently about their own career paths.

To share the video content please find the links below.

[Matt Brittin President EMEA Business and Operations, Google](#)

[John Holland-Kaye CEO, Heathrow](#)

[Lucy Webster External Affairs Director, Tideway](#)

[John Allan CBE Chairman, Barratt Developments PLC](#)

Or view our [compilation video](#)

To share the visual quotes please [visit our website](#).

### **Example social media posts to use alongside the videos or PDF links**

*London's business leaders share their #tipsfromthetop to inspire our next generation workforce and prepare young people for @SkillsLondon*

*'Don't be too impatient' Matt Brittin President EMEA Business and Operations @Google tells us about his own career path @SkillsLondon #tipsfromthetop*

*How did Lucy Webster External Affairs Director @TidewayLondon start her career?  
@SkillsLondon #tipsfromthetop*

*What career advice would John Allan CBE Chairman @Barratplc give to his younger self?  
@Skills London #tipsfromthetop*

*Where did John Holland-Kaye CEO's @HeathrowAirport career inspiration come from?  
#tipsfromthetop @SkillsLondon*