

# 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 schools and colleges**

We would value your help to promote Skills London to parents / carers, students, staff and other contacts. 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>

Please display copies around your school / college, post online or share with stakeholders 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>

## **Description of the event to use within newsletter articles / intranet posts / student portals**

### **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.

This two day event provides visitors with the opportunity to discover careers through interactive, inspirational activities and demonstrations, and helps people visually bridge the gap between what they enjoy doing and what they could potentially do as a career.

Meet over 200 exhibitors including top employers, colleges, universities, training providers and advisers. Household names include; Heathrow, KPMG, Royal Air Force, British Army, London Zoo, National Theatre, ITV and many more!

Access a full range of exciting and ambitious pathways including job opportunities, apprenticeships, higher education, traineeships and more. Get involved in activities, attend employability workshops and gain independent careers information, advice and guidance.

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.

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

Join the conversation @SkillsLondon

### **Text message template to students / parents:**

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 career opportunities for young people! Visit [www.skillslondon.co.uk](http://www.skillslondon.co.uk) for more details.

### **Inspirational content to share with your students 'Tips from the Top'**

We asked London's business leaders to share their top tips for success including what career advice they would give to their younger self.

[View the video series here and use the PDF displays on your digital screens / noticeboards](#)

## **Parent Mail app Email template:**

If you do not use the ParentMail app at your school, please send this template as an email or letter home to parents.

*Dear Parent / Carer,*

### ***Your guide to attending Skills London 2017.***

*Do you know what choices are available to your child once they leave school / college and how can you support them make informed choices and find accurate and up-to-date information about careers, apprenticeships, training, courses and qualifications?*

*Were you aware that Skills London brings all of this information together under one roof, and that you are invited to come along with your child **for free**. 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.*

*We recommend attending on Saturday 25<sup>th</sup> November from 9.30am – 4.00pm, as this day is specifically aimed at families. At Skills London you can meet employers, colleges, training providers and advisers, who will have plenty of options to offer your child.*

*Encourage your child to:*

- *Visit the different stands, talk to the exhibitors and try the activities*
- *Find out what the various companies do, how they recruit staff and what they can offer*
- *Think about what suits them, not what their friends are doing*
- *Explore lots of different options, rather than just their ideal choice*
- *Not be scared to talk to the exhibitors, they're all really friendly*

*After the event, take time to discuss what you found out and the options available. What exhibitors do you want to contact directly and which open days do you want to attend. If your child was particularly interested in a certain company or organisation, encourage them to contact them, research online and follow their social media sites for further information.*

*We hope you make the most of this fantastic opportunity.*

*Yours sincerely,*

***[Insert name of career contact at school / Headteacher name]***

## **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**

Event hashtags - #careergoals #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 @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](#)