

APPRENTICESHIPS LIVE: EMPLOYER GUIDE

What is the Apprenticeship Support & Knowledge for Schools (ASK) Project?

The Apprenticeship Support and Knowledge for Schools project (ASK) is funded by the National Apprenticeship Service, part of the Department for Education. The aim of this project is to work with schools and other educational establishments across England to increase awareness of apprenticeships. Through our expert Delivery Partners, we offer establishments in England a tailored package of free support which includes a variety of activities for students, teachers and parents such as workshops, live broadcasts, attendance at events and much more.

What is 'Apprenticeships Live'?

Apprenticeships Live is part of the Apprenticeship Support & Knowledge for schools project and is a series of 60 digital broadcasts that will be available live and on demand to schools and other educational establishments across England. The broadcasts aim to inform students in years 10, 11, 12 and 13 about apprenticeships in an engaging and inspiring way, dispelling myths and repositioning apprenticeships as a credible option for all students to consider.

How can employers get involved?

This is a fantastic opportunity for employers that offer apprenticeships to broadcast a message about their apprenticeship programmes directly into schools and colleges across England. We want to raise the prestige of apprenticeships in England and the best way to do this is to hear directly from employers and their apprentices in an inspiring and informative way.

How does it work?

The total duration of the broadcast is 20 minutes. This is broken down into 4 sections:

- Section 1:** 3 minutes – Standard introduction provided by the National Apprenticeship Service
- Section 2:** 10 minutes – Employer input
- Section 3:** 2 minutes – Standard call to action provided by the National Apprenticeship Service
- Section 4:** 5 minutes for questions and answers.

When will it happen?

We are going to be offering live broadcasts Monday - Friday throughout the year from October 2017 – May 2018 and can be flexible to schedule in a date that works best for you. Please think about when you are going to be advertising your apprenticeship vacancies so that we can try to plan a date in that can coincide with your recruitment calendar. We would encourage you to get involved early in the academic year as we can always plan another follow up broadcast later in the year when you see how successful it is.

How will employers be supported?

We are working with broadcast company, Learn Live UK who own the fabulous technology that we will be using. Their team will work with you in the lead up to the broadcast to ensure that your planned content is pitched appropriately and that your internet connection speed is quick enough. They will support you throughout the broadcast and will be on hand to go through the detail of how it will work. They will make sure it is a complete success, handling the Q&A section at the end and making sure the technology is working and that schools are able to log in.

The content

10 minutes isn't very long, but you can still cover a huge amount of information. It can work really well if you focus on a few key messages to put across about your apprenticeship programme, including:



1. Why work for your company?

Tell the audience about your organisation. How many staff? How many sites? Which countries are you based in? What are your main products and services? Why are you a great company to work for?



2. Your apprenticeship programme

Which apprenticeships do you offer? What levels? What is the recruitment process like? What are you looking for in the ideal candidate? Any hints or tips about how to be successful? When is the closing date?



3. Use your apprentices to bring the message to life

It works extremely well to have a real apprentice speaking as part of the presentation, explaining how they found their apprenticeship, the kind of job they are doing now and their advice to others considering an apprenticeship. Make sure you pick apprentices that are smiley, bubbly and who will sell the benefits of the apprenticeship positively. Please also be mindful of representing the diversity of your workforce, including a mix of genders, ethnicities, backgrounds and regional accents.



4. Imagery and animation

This is where the fun really begins and what will make this broadcast uniquely different to the typical information that schools will have seen in the past. We're going to give you the WOW factor by creating a lasting digital impression.

Using your footage: If you have any film footage or animation that we can include as part of your broadcast then this is always very popular. Don't worry if it's too long, we can work with you to cut it down and just pick the best bits that will promote your business in the best way.

Filming your workplace: If you don't have film footage, then it's not a problem. On occasion, we will be able to come out and film at your workplace. We will discuss the requirements with you in more detail if this is needed.

High-res logo and photographs: We would suggest as a minimum that we can include your logo (high res version) and any photos that you have for example, apprentices in the workplace or apprentices winning awards.

Factoids and supporting statements: We can also include factoids running along the bottom of the screen, so if you have any interesting or funny facts about your business or apprenticeship programme that we can include, let us know.

Employer quote: BBC

“It was helpful and easy to be involved with Amazing Apprenticeships this recruitment round, as you give such a good foothold into the careers advisor and school market that we find quite difficult to engage. So thank you.”

**Simon Broad, Head of Operations and Development
New Talent Team, BBC Academy**

Key messages

When considering the tone of your presentation, please be mindful of the style of messaging that we are trying to encourage, including:

- Apprenticeships are an exciting option for anyone, of any ability, to consider
- Apprenticeships can be a first choice (not just a last resort or when your plans change)
- Apprenticeships offer fantastic progression opportunities for students up to Degree level

What happens next?

It's really simple to get set up.

1. Email apprenticeships@learnliveuk.com and let us know that you are interested. We will then work with you to find a suitable date and time within the broadcast schedule for your organisation to be featured.
2. The Learn Live team will then contact you and arrange a telephone briefing meeting (approximately 30 minutes) so that they can explain in detail how it will work and deadlines to meet. If we need to visit you and conduct any filming, this will probably take around 2 hours and we will also discuss it with you in your briefing meeting.
3. We will continue to liaise with you to plan your 10 minute input and to arrange any software testing in advance of the live broadcast happening.
4. You will have a copy of any pre-recorded footage to preview
5. You will also have a copy of the complete 20 minute broadcast to be able to use on your website following the live broadcast.

Any questions about the Apprenticeship Support & Knowledge for schools project?
Please contact hello@amazingapprenticeships.com