

## NAW2021 Supporter Guide



# Apprenticeships

National Apprenticeship Week 2021  
8 to 14 February

# Support our National Apprenticeship Week 2021

## Build the Future Campaign: Train, Retain and Achieve



We're asking all supporters of apprenticeships to celebrate the diversity of opportunity and value that apprenticeships bring, and how they can help individuals and employers build their future.

Together we will inspire the nation with engaging stories of apprentices' progression – the increase in their confidence, skills, knowledge and how apprenticeships have kick-started incredible careers. Our advocates will showcase the business benefits and return on investment of employing apprentices, how businesses are using apprenticeships to fill skills gaps, upskill and revitalise their workforce ensuring they are future proof and future ready!

We want to use the opportunity of National Apprenticeship Week 2021 to celebrate with all the apprenticeship community, promote the benefits of apprenticeships, and showcase the resilience of apprentices and employers during the pandemic.

Visit [www.apprenticeships.gov.uk](http://www.apprenticeships.gov.uk) to find out more.

**TRAIN** – Future proof your workforce or career through an apprenticeship.

**RETAIN** – Apprentices gain the skills and knowledge your organisation needs, learn the values of your business and make impact. They allow you to build your future workforce and talent.

**ACHIEVE** – Realise the business benefits and career progression available and how apprenticeships and traineeships can help you transform your future.



# The theme for 2021: Build the Future

The theme for National Apprenticeship Week 2021 is “Build the Future” as we encourage everyone to consider how apprenticeships can help individuals to develop the skills and knowledge required for a rewarding career, and employers to build a workforce with future ready skills.

The 14th annual week-long celebration of apprenticeships, taking place across England, will showcase the impact apprenticeships can have on communities, local businesses and regional economies and how they all benefit from the impact of apprenticeships.

With 2020 forcing us to rely on technology and virtual meetings more than ever, we are anticipating a different, but just as exciting, National Apprenticeship Week.

We are seeing the number of apprenticeships available in digital, data and technology roles increase and build in new and innovative areas, and hope to hear some motivating stories of how apprentices have helped business adapt and build during a difficult year.



**Employers:** Encourage everyone to consider how training apprentices can build their business for years to come. Speak about the return on investment you are already seeing and how investing in your workforce helps you retain talent. Showcase the diversity of career options and industries now available and show what you can achieve through apprenticeships. You might also choose to showcase your wider recruitment offer, such as traineeships, or T Levels.

**Individuals:** Discuss the impact of your apprenticeship training and how you have achieved your career goals.

**Training Providers:** Highlight the great apprentices and employers you work with, and the opportunities available. You may wish to highlight individuals who have progressed from a traineeship to an apprenticeship, or through the apprenticeship levels.

**Teachers and Careers Advisors:** Encourage the young people and adults that you work with to explore and be inspired by the wide range of apprenticeships available.

### #NAW2021 #BuildTheFuture

Find out more about apprenticeships at [www.apprenticeships.gov.uk](http://www.apprenticeships.gov.uk)



# Key asks for National Apprenticeship Week 2021



## 1. Let us know what you have planned now

This guide explains how you can get involved on social media and through virtual events.

To help us capture all the inspirational activity that happens during the week, we have developed a short survey. Please complete this survey as soon as possible to let us know about your plans for National Apprenticeship Week.

[National Apprenticeship Week 2021 Survey](#)

We will be showcasing some of the best events, videos and activities in our newsletters and on social media to share your commitment with our networks. If you are planning on hosting an event, please complete our events survey.

[National Apprenticeship Week Events Survey](#)

You can complete this more than once if you have multiple events planned. Don't forget to promote your events on social media using the hashtag **#NAW2021** and set up an event on [Facebook](#) and [LinkedIn](#).



## 2. Launch tweet

Look out for our launch day post and share it with your followers. Keep an eye on @Apprenticeships on the morning of Monday 8th February and share our launch post with your followers. Let's get National Apprenticeship Week trending again for **#NAW2021!**



## 3. #ASK Series

### #AskAnEmployer

Use the **#AskAnEmployer** hashtag during 12 noon – 2pm on Tuesday 9th and encourage your followers to ask questions about how apprentices have built your business, helping them to see the real business benefits.

### #AskAnApprentice

Use the **#AskAnApprentice** hashtag on Twitter during 12 noon – 2pm on Wednesday 10th and encourage aspiring apprentices, their parents and employers to ask you questions about your apprenticeship. Encourage your followers to also follow the hashtag and look out for posts on @Apprenticeships, as apprentices will be taking over the channel.



## 4. Share the Love on Valentine's Day

### I ❤️ APPRENTICESHIPS

On Valentine's Day we would like to focus on what makes apprenticeships, and National Apprenticeship Week great. What do you love about employing apprentices or being an apprentice? Create a social video, blog or social media post to share your thoughts. Link to [Apprenticeships.gov.uk](https://www.apprenticeships.gov.uk) to tell people how to find out more.

## Other ways to get involved

If you're supporting all the key asks and still want to do more, we have included some ideas of how you can further support the week!

We have suggested a different focus each day of the week, which we have outlined below.

Monday 8th	<b>Launch day</b>	It's really important we start the week with a burst of positivity for apprenticeships and get <b>#NAW2021</b> trending across the country again! We will also use the day to focus on how apprenticeships launch and develop careers.
Tuesday 9th	<b>#AskAnEmployer</b>	Employers - Encourage your followers to ask their apprenticeships questions using <b>#AskAnEmployer</b> - be on hand to answer about how apprenticeships have helped your organisation train, retain and achieve.
Wednesday 10th	<b>#AskAnApprentice</b>	Apprentices - encourage aspiring apprentices, their parents and carers and employers to ask you questions about your apprenticeship using the hashtag <b>#AskAnApprentice</b> , be online to respond and explain how apprenticeships can build the future.
Thursday 11th	<b>Thank You Thursday</b>	Take the opportunity to thank the people who have helped you develop along the way. Employers, apprentices, training providers, end point assessment organisations, parents and carers, your mentor...
Friday 12th	<b>Graduation Day</b>	Host a virtual graduation ceremony to mark your apprentices' achievements and progression.
Saturday 13th	<b>Parents &amp; Carers Day</b>	Host a virtual to inform parents and carers about the benefits of apprenticeships, and how they might be the perfect route for their child to build their future.
Sunday 14th	<b>Show your love for apprenticeships</b> <b>I ❤️ APPENTICESHIPS</b>	On Valentine's Day we would like to focus on what makes apprenticeships, and National Apprenticeship Week great. What do you love about employing apprentices or being an apprentice? Create a social video, blog or social media post to share your thoughts. <b>#NAW2021</b> <b>#BuildTheFuture</b>

## Host a virtual event

Show how apprenticeships are building businesses for the future and how they transform lives and careers. At any point during National Apprenticeship Week, we want you to host virtual events to invite employers, apprentices, their relatives and schools into your organisation, to show how apprentices are adding real value. Whether that means a virtual tour with a current apprentice followed by a Q&A or a drop-in session where people can ask questions and find out more about apprenticeships, there are many different and creative ways that you can get involved.

## Make it on the weekend!

For those of you who want to go even further, why not host your virtual event at the weekend with parents and carers of current apprentices, as well as the apprentices themselves and other interested individuals in the community. You could even host a myth-busting session to help dispel the out-dated preconceptions that sometimes still exist surrounding apprenticeships.

Don't forget to promote your events on social media using the hashtag **#NAW2021** and set up an event on [Facebook](#) and [LinkedIn](#).



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## Host a Graduation or Apprenticeship Awards Ceremony

We are encouraging the apprenticeship community to celebrate apprenticeship graduations and completions before, during and after the week. Before National Apprenticeship Week, we will share a graduation ceremony toolkit and social media assets to support the celebration of apprentice graduates for NAW 2021. Help support apprentices to promote themselves or promote events taking place that shout about graduate success stories.

Use NAW 2021 as a springboard for celebrations going forward - signalling to all the importance of celebrating apprenticeship completions.



## Fuel the conversations on social media

Help your followers and everyone interested in starting with apprenticeships to see the value they are adding to your business or how they have built your career. Use it as an opportunity to showcase the brilliant work you are doing to a wider audience!

Direct people to [www.apprenticeships.gov.uk](http://www.apprenticeships.gov.uk) to find out more, and tag **@Apprenticeships** and use **#NAW2021 #BuildTheFuture** in your posts!

## Wear the 'Build the Future' Badge

Before National Apprenticeship Week we will share a 'badge' you can add to your social media channels to show your support for the week. Please use this as an opportunity to post about why and how apprenticeships have helped you to build your workforce or built your career. And don't forget to tag **@Apprenticeships** and **#NAW2021** so we can share your posts!



## Create social video:

We're encouraging employers, apprentices and apprenticeship advocates to create short video content to share on your organisation's social media channels. This isn't nearly as daunting as it sounds and can easily be recorded (and edited) using a smartphone.

Be as creative as you like with this content and try to have an engaging background (avoid sitting in a meeting room if possible).

You might like to consider:

- a video of your apprentices/colleagues talking about how apprenticeships have helped build their career
- a short interview with an apprentice and their mentor
  - why did you choose an apprenticeship?
  - what are the benefits?
  - why would you recommend it to others?
- a summary of a typical day in the life of an apprentice
- a representative talking about why apprenticeships and traineeships are so important to the business, and how they have helped support it through the pandemic (what are the business benefits/return on investment, how have they helped future proof the company)
- an interview with a parent, friend or colleague talking about how they are proud of an apprentice's achievements and how they've grown/developed through their apprenticeship

The videos can be as informal as you like – social media is a great place to have fun trying out some new ideas.

We recommend video footage is kept to 90 seconds max. Drop us an email ([Social.Apps@education.gov.uk](mailto:Social.Apps@education.gov.uk)) to let us know you are planning to record some footage so we can share it on our channels where possible.

When posting please use the hashtag **#NAW2021** and tag **@Apprenticeships**.



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**Thank you.**

If you have any questions in the meantime, please do feel free to get in touch with [The.Week@education.gov.uk](mailto:The.Week@education.gov.uk)

**Website:** [www.apprenticeships.gov.uk](http://www.apprenticeships.gov.uk)

<https://www.gov.uk/government/collections/traineeships--2>

**Twitter** [@Apprenticeships](https://twitter.com/Apprenticeships) / [@FireUpApps](https://twitter.com/FireUpApps)

**LinkedIn:** [National Apprenticeship Service](https://www.linkedin.com/company/national-apprenticeship-service/)

**Facebook:** [FireUpApps](https://www.facebook.com/FireUpApps)

**Instagram:** [@FireUpApps](https://www.instagram.com/FireUpApps)

