The purpose of this toolkit is to give you all the information you need to start thinking about how you can get involved with National Apprenticeship Week 2020. It includes information on this year’s theme and our national campaign platform, as well as guidance for how you can join and drive the conversation on social media during The Week. We will send another update in the New Year, with some additional assets for you to download and use.

**The theme for 2020: Look Beyond**
The theme for National Apprenticeship Week 2020 is “Look Beyond” – we are encouraging everyone to look beyond the outdated stereotypes surrounding apprenticeships and to celebrate the diversity of opportunity and value that they bring to the country today.

Employers, you have a critical role to play in showing the value that your organisation places on apprentices. This will encourage other employers to Look Beyond traditional hiring routes, and reassure aspiring apprentices, as well as their parents and teachers, that an apprenticeship can unlock fantastic long-term career options across a diverse range of roles and industries.

The theme will unite the entire apprenticeship community with strong consistent messages and initiatives during The Week to ensure we can have the strongest possible collective impact.

**Tackling outdated stereotypes**
One of the most common misconceptions about apprenticeships amongst parents and young people is still that apprentices are ‘just employed to make the tea’.

We would love your support to help parents and young people Look Beyond this myth, by showcasing all the fantastic and inspiring work that apprentices are doing, and the positive impact that they’re making in your organisation.

Today’s apprentices are Making Impact, Not Tea.
Here is how you can get involved:

1. Host an event between Monday and Sunday (3 – 9) – For the first time ever, we’ve extended The Week to include the Saturday and Sunday (8 and 9 February), to maximise the opportunity for teachers and parents in particular to be able to participate in events.

If you’re planning to host an event in your workplace – particularly an event over the weekend - please make sure to add it to our National Apprenticeship Week events map, here, so we can help promote it for you: nawevents.co.uk/events_submission/submission_form

2. Provide a virtual look into your business – if you aren’t able to host a physical event, we’d encourage you to run a Twitter Q&A or Facebook live session [online guide here] to help provide young people, parents and teachers with an insight into your organisation and the work that apprentices are doing. You might want to give a virtual tour of your office to show your apprentices in action or run a series of short on-camera interviews with apprentices for them to share their experiences.

Don’t forget to shout about your event on social media, using the #LookBeyond and #NAW2020 hashtags, in the local media and with friends & family, as we together help people across the nation #LookBeyond this National Apprenticeship Week.
NAW2020 Supporter Toolkit – Employers
2. Fuel the conversation on social media

Visual assets will be available for you to download in the New Year. We’ll also be posting on social media to let you know when these are live.

**Wear the ‘We’re Fired Up’ Badge**
On Monday 3 February, help us make a social splash by adding the ‘We’re Fired Up’ badge to your social media profile to show you’re proudly supporting National Apprenticeship Week 2020.

**Take part in our ‘Making Impact’ social content series**
Here are three different stories we want your help in telling during National Apprenticeship Week 2020.

**These are as follows:**

**Making Impact** – work with your apprentices to encourage them to share their most exciting and inspirational pictures of them making an impact at work and share on social channels, in blog posts and in company newsletters.

**Making Progress** – work with your apprentices to share their career progression stories. Many young people worry that an apprenticeship will ‘pigeon-hole’ them into a career at a young age – or somehow close down their options. You can help us dispel this by sharing how your apprentices have progressed through your business, or any statistics you have on apprentice retention rates, to highlight long-term job potential. Please try to be as specific as possible.

Or perhaps you started your career as an apprentice? We’d love to hear from managers and leaders on how your apprenticeship fired up your career.

**Making Waves** – please share your experiences and best practice advice for how you have built apprenticeships into your hiring and talent strategy, or how you nurture current apprenticeships to get the most from their role.

**IMPORTANT:**
Please tag all your social media posts with #NAW2020 and #LookBeyond

**Download and share our video**
Video content is being created and will be shared in the New Year. Once available, in February 2020 during the Week, please share this on your own social media profiles, and on forums you may be a member of.
3. Get involved with our Twitter Q&As

#AskAnApprentice
Building on the success of last year, we will be running this session again in 2020. Please share details of this with your apprentices, encouraging them to use the #AskAnApprentice hashtag on Twitter from **12-2pm on Wednesday 5 February** to answer questions from aspiring apprentices, and share their own experiences and advice.

#AskAnEmployer
This year, we will also be running a #AskAnEmployer session. We’re asking employers of all sizes to take to Twitter, to answer questions on topics which might be related to your apprenticeship programme, what you look for in prospective apprentices, the work your current apprentices are doing, or how previous apprentices have progressed through the business. This will take place on Twitter from **12-2pm on Thursday 6 February**.

Thank you – if you have any questions in the meantime, please do feel free to get in touch by emailing: the.week@education.gov.uk

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Twitter: @Apprenticeships
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Hashtags: #NAW2020 #LookBeyond

For more information on apprenticeships visit:
www.apprenticeships.gov.uk