

The St Martin's Group

National Apprenticeship Week Activity

Events

Date	Hosting Member	Type	Audience
Monday, 7th February	Capgemini	Young Professionals - Apprenticeship talk with multiple tech companies	
Monday, 7th February 10-11am	Babington	Developing your finance leaders - Exploring Accountancy Apprenticeships in partnership with Grant Thornton.	Employers https://www2.grantthornton.co.uk/developing-finance-leaders-national-apprenticeship-week-2022/?_ga=2.117558794.2089997970.1643122554-1786746681.1643122554
Monday, 7th February 11-11:45am	IBM	IBM Application Workshop - A session to explore the application process for IBM's Apprenticeship schemes. A chance to answer all your questions.	Open to external participants https://www.eventbrite.co.uk/e/250232992617
Monday, 7th - Friday, 11th February	QA	Build for the future: Growing talent across government through apprenticeships - highlighting QA's continued support for apprentices, and showcasing our range of tech, digital and management apprenticeship programmes from level 3 all the way to level 7.	Open to government organisations across the UK on Tuesday, 8 th and Friday, 11 th February from 11-11:45am.
Tuesday, 8th February	Capgemini	William Brookes - Apprenticeship Talk	Years 11 and 12
Tuesday, 8th February 10-10:45am	Babington	Developing your people leaders - Exploring Team Leading and Operational Management Apprenticeships.	Civil service Email jonathon.Lees@babington.co.uk to register.
Tuesday, 8th February 11:30am - 1pm	NCFE	How to engage with employers - To support apprentices to success, it's important to ensure you have good employer relationships, as these employers will be a key part of your apprentices' journeys. In this session, NCFE's end-point assessment	Apprenticeship providers https://www.eventbrite.co.uk/e/peer-meetup-for-training-providers-how-to-engage-with-employers-online-tickets-252148221117



		relationship team will cover how to build relationships with employers, and why this is so important. We'll also discuss the important parts of the apprenticeship journey that you should ensure employers are aware of.	
Tuesday, 8th February 2-3pm	Babington	Developing your data capabilities - An introduction to our Data Technician, Digital and I.T. Apprenticeship programmes.	Civil service Email jonathon.Lees@babington.co.uk to register.
Tuesday, 8th February 6-7pm	BT	Let's talk apprenticeships with BT Group - Ever wondered what it's like to work at BT? If you want to know more about our apprenticeships, why not join and meet some of our current and former apprentices? You'll get to hear their stories and ask them questions about their journeys. As well as that, you'll also get to meet our recruiters to find out how we approach applications and understand a bit more about our range of exciting programmes. We're looking for people like you and can't wait to meet you.	Apprentices, parents and teachers https://www.eventbrite.co.uk/e/lets-talk-apprenticeships-with-bt-group-tickets-256853093517
Wednesday, 9th February	The Open University	An expert panel will discuss whether apprenticeships are an effective way of opening up opportunity in the workplace to help create a more diverse and inclusive workforce. Hosted by Anna Morrison CBE of Amazing Apprenticeships, the webinar will feature new data from an exclusive employer survey published for National Apprenticeship Week by The Open University.	Employers https://bit.ly/3FoNe5Q
Wednesday, 9th February	Capgemini	Attendance at UCAS Media: Live Lounge. Hosting 2 sessions with 1000+ potential candidates, overview of key programme information and top application tips	1,000 + prospective apprentices

Wednesday, 9th February	QA (in partnership with UCAS)	Embedding apprenticeships into your workforce strategy - Discover why apprenticeships should be front and centre of your workforce plans and how UCAS can provide support to help you with your recruitment strategies	Employers looking to embed apprenticeships into their workforce strategy
Wednesday, 9th February 9-10am	NCFE	Building the workforce of the future through apprenticeships - As we celebrate National Apprenticeship Week, join Suzanne Slater, Director of Operations - Apprenticeships at NCFE, and special guests to explore how we can build the workforce of the future through apprenticeships. We're excited to hear from Anna Morrison - Director of Amazing Apprenticeships, Lisa Crow - Curriculum Leader for Leadership and Management Apprenticeships at Gateshead College and Laura Beach - Learning and Development Manager at UK Power Networks. We'll also be joined by an apprentice who will be sharing their story with us and how they've benefited from the apprenticeship journey.	Apprentices https://www.nationalapprenticeshipweek.co.uk/event/building-workforce-future-apprenticeships/
Wednesday, 9th February 10-11am	Babington	Create a customer centric organisation - An introduction to our Customer Service and Business Administration Apprenticeships.	Civil service Email jonathon.Lees@babington.co.uk to register.
Wednesday 9th February 2-2:45pm	Babington	Develop your regulatory officers - Learn how to assure officers through the Regulatory Compliance Officer apprenticeship.	Civil service Email jonathon.Lees@babington.co.uk to register.
Wednesday, 9th February 3-4pm	IBM	Apprentice Debunk - considering your apprenticeship myths! This interactive session will look to tackle and debunk your myths about Apprenticeships! Hear	Open to external participants https://www.eventbrite.co.uk/e/apprentice-debunk-considering-your-apprenticeship-myths-tickets-251494816767

		from the IBM Apprentices themselves.	
Wednesday, 9th February 4-5pm	IBM	Apprenticeships - Virtual Q&A Panel. The panel will be made up of Apprentices from various companies, backgrounds and Apprenticeship pathways	Open to external participants https://www.eventbrite.co.uk/e/apprenticeships-virtual-qa-panel-tickets-239919524757
Wednesday, 9th February 4-5pm	Babington	The world of apprenticeships - during National Apprenticeship week, we will be hosting a webinar to explain how apprenticeships work, why they are an excellent way to start your career or gain additional qualifications and more.	All welcome https://www.eventbrite.co.uk/e/the-world-of-apprenticeships-2022-naw22-tickets-190155479157
Thursday, 10th February	City & Guilds	Gen2 Awards ceremony - David Phillips and Andy Moss	
Thursday, 10th February	Capgemini	Careers talk at Buckingham Skills hub	
Thursday, 10th February	Capgemini	Degree apprenticeship talk at Wembley High Technology College	Years 11, 12 and 13
Thursday, 10th February	Capgemini	City & Islington College - Apprentice Talk	Years 12 and 13
Thursday, 10th February	Capgemini	Central Foundation Boys School Islington - Apprentice talk	Year 12
Thursday, 10th February 10am	Learning Curve Group	Virtual Drop-in - Find out more about our clients who are looking to recruit for apprentices now, as well as how we can help you find an apprentice role. Speak to our current apprentices and their4xperience. Also gather those important hint and tips for how to attend an interview and be prepared for your future. We will be available to talk to businesses on how we can help you recruit for your apprentice.	Open to all audiences https://www.eventbrite.co.uk/e/244491168667
Thursday, 10th February 10-10:30am	NCFE	#FutureOfWork: Building the future through apprenticeships - This episode, hosted by FE News editor Gavin O'Meara alongside an NCFE apprenticeship specialist, will focus on how apprenticeships can help learners to "build the future", which is the theme of this	Educators, providers and employers

		year's National Apprenticeship Week (7 - 13 Feb). Some fantastic guests are already lined up	
Thursday, 10th February 10-10:45am	Babington	Developing project managers of the future - A spotlight on our Associate Project Manager Level 4 Apprenticeship.	Civil service Email jonathon.Lees@babington.co.uk to register.
Thursday, 10th February 11-11:45am	IBM	Your questions answered! Life as a qualified Apprentice A career panel session looking at experiences after completion of our schemes. Where will an IBM Apprenticeship take you?	Open to external participants https://www.eventbrite.co.uk/e/your-questions-answered-life-as-a-qualified-apprentice-tickets-251499611107
Thursday, 10th February 1:30-2:30pm	IBM	IBM Exploration Session Insight - boost your application chances! The second session in our application event series. Trial a mock Exploration Session activity to prepare you for the IBM process!	Open to external participants https://www.eventbrite.co.uk/e/ibm-exploration-session-insight-boost-your-application-chances-tickets-251473151967
Friday, 11th February 9:30am - 12:45pm	NCFE	Moving on up live webinar - Supporting experienced apprentices to achieve and progress, this webinar has speakers from the Department for Education and North Yorkshire County Council. NCFE's David Gallagher will also feature in an expert panel discussion.	https://tinyurl.com/237cs8wm
Friday, 11th February 10-11am	Babington	Develop your HR leaders of the future - Exploring HR and L&D Apprenticeships; from Level 3 to Level 7.	Civil service Email jonathon.Lees@babington.co.uk to register.
Friday, 11th February 3-4pm	QA	'Apprenticeships in the UK's growing tech industry' Webinar - The webinar focuses on the UK's growing tech industry and how an apprenticeship can open doors to a rewarding career in the sector.	Open to career seekers, teachers and career advisors

Publications

Date	Member	Description
Monday, 7th February	Co-Op	Co-op Levy Share: PR Case Study release on one of our receiving organisations William Hare. Zafeera a welding and fabrication apprentice shares how she has benefitted from Co-op Levy Share.
Tuesday, 8th February	Co-Op	NAS releasing Apprenticeship Diversity Champions' Network Report showcasing one of our Funeralcare apprentices, Manny.
Wednesday, 9th February	The Open University	Build the Future Apprenticeship Survey - a new survey for 2022 is being published by The Open University which will highlight the current demand for apprenticeships across England. It will also look at the perceptions employers have about apprenticeships and their role in driving productivity and widening access.
Friday, 11th February	Co-Op	Announcement on collaboration event with City and Guilds to promote Co-op Levy Share to their network of SMEs in March 2022.
	Capita	Thought leadership article - It's time to build a brighter, but different, future with apprenticeships - James Swaffield, Managing Director, Capita Apprenticeships talks about the impact of coronavirus pandemic on young people in education and how we need to focus on the needs of young people and create new and innovative opportunities for them, so they don't fall further behind. He talks about how tailored apprenticeship programmes can address the skills gap and help individuals to build the skills and knowledge required for a rewarding career.

Social Media - throughout the week

Member	Type
Avado Learning	3-4 x 60-90 second videos from our learners and a LDC talking about the personal and business benefits of undertaking an apprenticeship. These will be shared on all platforms, in particular LinkedIn and Instagram Written case studies in partnership with our clients AXA and Amazon - these can be found on the Avado website also https://www.avadolearning.com/success-stories/
Babington	Babington's purpose is 'developing better futures'. To support this year's NAW theme, 'Build the Future', we will be sharing a range of stories across our website and social media accounts that you, parents, young people, your colleagues or your employees may find useful. Each story has been designed to showcase a key trend relating to apprenticeships, exploring the impact on current and future talent requirements and how apprenticeships can develop talent ready for the future.
Capgemini	Social media underpinning all activities. Hashtag campaign - #NAWin3 (describe your apprenticeship in 3 words and tag 3 others). Supporting videos. Flashcards quote/stats. Apprentice ambassadors encouraged to share thoughts/opinions. Taking active part in #AskAnEmployer #AskAnApprentice
Capita	Apprentices talking about their experience with Capita apprenticeship programmes. LinkedIn posts on 'Building a stronger workforce with Capita apprenticeships' and another on 'The future of work is changing, we'll ensure your business and people can thrive'.



<p>City & Guilds</p>	<p>On Monday, 7th February, activity includes:</p> <ul style="list-style-type: none"> • Kick off video on Twitter and LinkedIn from Kirstie Donnelly, CEO to launch the week • Quote from one of our internal apprentices • Launch of #ApprenticeShoutOut campaign. Employers recognising their apprentices for their personal or team impact over the past year by nominating them across social media. Each apprentice nominated will receive a digital credential and be invited to an exclusive CPD event (earning another digital credential) hosted by a Princess Royal Training Award Alumni organisation. <p>On Tuesday, 8th February, activity includes:</p> <ul style="list-style-type: none"> • Video on Twitter and LinkedIn from Managing Director, Andy Moss • Highlights from the Great Jobs research which is coming out on the 3rd February • Apprentice Connect video <p>On Wednesday, 9th February, activity includes:</p> <ul style="list-style-type: none"> • Video on Twitter and LinkedIn from Managing Director David Phillips • Quote from one of our internal apprentices and an opportunity to #AskAnApprentice (12 noon to 2pm) – encourage aspiring apprentices, their parents, and employers to ask your questions about your apprenticeship <p>On Thursday, 10th February, activity includes:</p> <ul style="list-style-type: none"> • Conversations from old and new apprentice • Blog of a typical day in the life of an apprentice • Case study: 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) <p>On Friday, 11th February, activity includes:</p> <ul style="list-style-type: none"> • Closing the week with a video from Ann Limb (Chair) • Summary of events, social media, case studies • Summary of nominees from the #ApprenticeShoutout campaign <p>On Saturday, 12th February, activity includes:</p> <ul style="list-style-type: none"> • Video shared on Twitter and LinkedIn with a parent and an apprentice <p>Summary of the week's events</p>
<p>Co-Op</p>	<p>Online content shared to showcase our commitments on apprentices and highlight the brilliant apprentice stories from across our Co-op via our socials account throughout the week.</p>
<p>Corndel</p>	<p>The Corndel social media plan for National Apprenticeship Week is focused on challenging the common misconceptions around apprenticeships and highlighting the value that apprenticeships bring to learners, employers, and wider society. We have reached out to our clients to celebrate apprenticeship achievements and the difference it makes. We will also post inspirational learner videos from clients such as Bupa, discussing what they find most rewarding about their Apprenticeship.</p>
<p>IBM</p>	<p>Apprentices take over IBM's Instagram feed and stories @lifeatIBM all week to share their experience.</p> <p>Raising awareness of Apprenticeships via video posts on @IBM LinkedIn account and via IBMer personal LinkedIn accounts during the week.</p>



Learning Curve Group	Over all social media platforms there's a full schedule of employer shoutouts, learner testimonials, vacancies with our clients, vacancies within LCG for app trainers, video from an external client.
Lifetime Training	<p>On Monday, 7th February - we will be Announcing our new interactive Social Wall, designed for NAW22. Our Employer Partner's, learners and Lifetime's social content will be shared on the wall on the Lifetime website: https://lifetimetraining.co.uk/personal/campaigns/national-apprenticeship-week-2022/ Use the hashtag #LifetimeNAW22 to be shared</p> <p>On Tuesday, 8th February - for #AskAnEmployer, we are sharing our recent Employer Case Studies https://lifetimetraining.co.uk/apprenticeship-training-provider-services/our-experience/</p> <p>We will also be launching our Excellence in Care campaign - this will be a showcase of the current benefits apprenticeships bring to our Care Partners, video content and an accompanying article that reviews how to support retention and recruitment. This will be shared on our LinkedIn.</p>
QA	<ul style="list-style-type: none"> • A range of posts promoting webinars that we are hosting and webinars that we are featuring in • Posts promoting our dedicated whitepaper • Posts promoting our newly developed Digital & Technology Solutions Level 6 Apprenticeship Programme

