

## NAW2022 Supporter Guide



# Apprenticeships

National Apprenticeship Week  
7<sup>th</sup> to 13<sup>th</sup> February 2022

**BUILD THE  
FUTURE**  
#NAW2022

# Support National Apprenticeship Week 2022

## Build the Future: Train, Retain, Achieve



National Apprenticeship Week 2022 takes place from 7th to 13th February 2022. This week brings together everyone passionate about apprenticeships to celebrate the value, benefit, and opportunity that apprenticeships bring.

The theme of National Apprenticeship Week 2022 is 'Build the Future', a continuation of the theme used in 2021 and allowing the week to link to the key pillars of the Build Back Better campaign.

**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 develop 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.

Technical education has been transformed in recent years through programmes such as apprenticeships, Traineeships, T Levels, and KickStart. The week will encourage the country to consider and celebrate how technical education can help individuals to develop the skills and knowledge required for a rewarding career, and employers to develop a workforce with future ready skills.

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 employers are using apprenticeships to fill skills gaps, upskill and revitalise their workforce ensuring they are future proof and future ready!

National Apprenticeship Week 2022 is a great opportunity to celebrate with all the apprenticeship community, promote the benefits of apprenticeships, of progression opportunities, of new exciting standards and showcase how apprenticeships work for individuals, employers, local communities, and the wider economy.

Let's also use the week to recognise the resilience of employers, training providers, EPAOs (End Point Assessment Organisations) and apprentices during Covid.

Visit <https://www.apprenticeships.gov.uk/influencers/naw-2022> to find out more.

## The theme for 2022: Build the Future

The theme for National Apprenticeship Week 2022 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 develop a workforce with future ready skills.

The 15th 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.

We cannot wait to see the celebration of apprenticeships across virtual, traditional and hybrid events.

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

We look forward to seeing the focus on how apprenticeships are not only the future of business success but help to build future careers and support job creation and the economy.



**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. Tell everyone of any successful levy transfers or examples of excellent brokerage by intermediaries. Host a Graduation or Apprenticeship Awards Ceremony. Showcase the diversity of career options and industries now available and what you can achieve through apprenticeships. You might also choose to showcase your wider recruitment offer, such as KickStart, Traineeships, or T Levels.

**Individuals:** Tell your story and discuss the impact of your apprenticeship training, progression opportunities 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.

#### **#NAW2022 #BuildTheFuture**

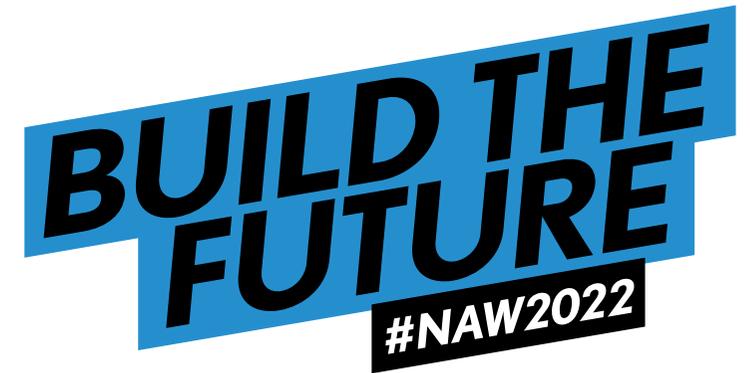
Find out more about apprenticeships at [www.apprenticeships.gov.uk](http://www.apprenticeships.gov.uk)

#### **End Point Assessment Organisations**

**(EPAOs):** Showcase the great apprentices, training providers and employers you work with and celebrate apprenticeship success.

#### **Apprenticeship Ambassador Network**

**(AAN):** Ambassadors are volunteers who champion apprenticeships to raise awareness and increase engagement to meet the needs of employers, communities, and individuals across the country. There are 9 regional ambassador networks who organise local activities for NAW22. Reach out to your local network to find out more [AAN.CHAIR@education.gov.uk](mailto:AAN.CHAIR@education.gov.uk)





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

This guide explains how you can get involved on social media, host virtual and face to face events.

To help us promote all the inspirational activity that happens during the week, we are developing an events listing. Please email us at [The.Week@education.gov.uk](mailto:The.Week@education.gov.uk) as soon as possible to let us know about your plans for National Apprenticeship Week.

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.

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 **#NAW2022** and set up an event on [Facebook](#) and [LinkedIn](#).



## 2. Last year 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 7th February and share our launch post with your followers. Last year, National Apprenticeship Week 2021 was trending #1 on Launch Day in the UK.

**Let's get National Apprenticeship Week trending again for #NAW2022!**



## 3. #ASK Series

### #AskAnEmployer

Use the **#AskAnEmployer** hashtag during 12 noon – 2pm on Tuesday 8th and encourage your followers to ask questions about how apprentices have developed your business, helping them to see the real business benefits.

### #AskAnApprentice

Use the **#AskAnApprentice** hashtag on Twitter during 12 noon – 2pm on Wednesday 9th 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 Celebration Friday

### I ❤️ APPRENTICESHIPS

On Friday 11th 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 for each day of the week, which are outlined below

Monday 7th	<b>The NAW Big Bang launch</b>	It's really important we start the week with a burst of positivity for apprenticeships and get <b>#NAW2022</b> trending across the country again! We will also use the day to focus on how apprenticeships launch and develop careers.
Tuesday 8th	<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.
	<b>Progression Tuesday</b>	Encourage audiences to look at the new exciting opportunities for progression into, through and beyond apprenticeships... focus on future skills and social mobility, green transport and green apprenticeships, sustainable apprenticeships and environmental skills, flexi apprenticeships, newer STEM industries and opportunities such as Traineeships and T Levels.
Wednesday 9th	<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 develop futures.
Thursday 10th	<b>Thank You Thursday</b>	Take the opportunity to thank the people who have helped you develop along the way. Employers, apprentices, training providers, parents and carers, your mentor...
Friday 11th	<b>Celebration Friday</b>	Host a virtual graduation ceremony to mark your apprentices' achievements and progression and celebrate apprenticeships.
Saturday 12th	<b>Parents &amp; Carers Day</b>	Host an event to inform parents and carers about the benefits of apprenticeships, and how they might be the perfect route for their child to develop their future. Engage with Amazing Apprenticeships and The ASK programme which help parents to understand apprenticeships, Traineeships and T Levels.
Sunday 13th	<b>#Selfie Sunday</b>	On Sunday we want you to share your best work or apprenticeship selfies to show the wide range of roles and experiences that apprenticeships can offer. Prepare your cheesiest smiles and don't forget to use <b>#NAW2022</b> .

**In 2021, over 1,200 stakeholder, employer, provider & school virtual events took place during National Apprenticeship Week.**

## Host an event

Show how apprenticeships are developing employers for the future and how they transform lives and careers. At any point during National Apprenticeship Week, we want you to host 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. Share your event plans with us at [The.Week@education.gov.uk](mailto:The.Week@education.gov.uk)

## 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.

Invite your [local MP](#) to attend your event

Host an event. Show how apprenticeships are developing employers for the future and how they transform lives and careers

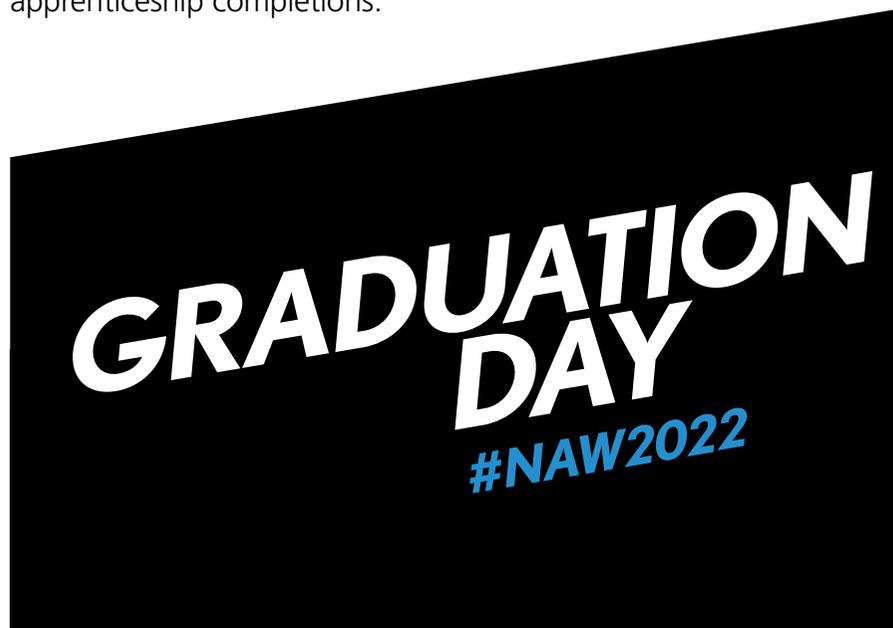
Don't forget to promote your events on social media using the hashtag **#NAW2022** and set up an event on [Facebook](#) and [LinkedIn](#).



## 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 2022. Help support apprentices to promote themselves or promote events taking place that shout about graduate success stories.

Use NAW 2022 as a springboard for celebrations going forward - signalling to all the importance of celebrating apprenticeship completions.



# Social Media

## Fuel the conversations on social media

Thank you for making National Apprenticeship Week 2021 the biggest one ever on social media! During the week there over 500 million impressions across social media – let's make 2022 even bigger.....

Help your followers and everyone interested in starting with apprenticeships to see the value they are adding to your business or how they have developed 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 **#NAW2022 #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 develop your workforce or developed your career. And don't forget to tag **@Apprenticeships** and **#NAW2022** so we can share your posts!



## Create social video:

We're encouraging employers, apprentices and apprenticeship champions 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).

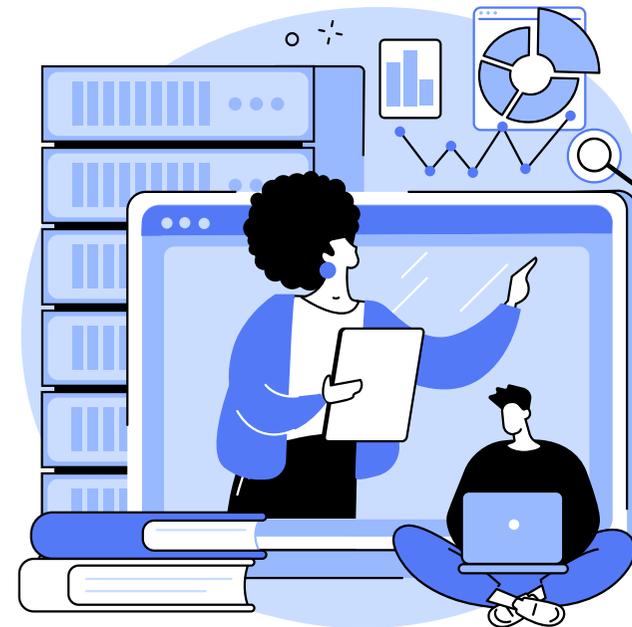
You might like to consider:

- a video of your apprentices/colleagues talking about how apprenticeships have helped develop 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 **#NAW2022** and tag **@Apprenticeships**.



**BUILD THE  
FUTURE**  
**#NAW2022**

**Thank you.**

For more information about National Apprenticeship Week visit our website [National Apprenticeship Week 2022 \(apprenticeships.gov.uk\)](https://apprenticeships.gov.uk)

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)

**Useful Websites:**

[apprenticeships](https://apprenticeships.gov.uk)

[traineeships](https://traineeships.gov.uk)

[T Levels | The Next Level Qualification](https://www.gov.uk/t-levels)

**Social Media** [@Apprenticeships](https://twitter.com/Apprenticeships)

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



**I ♥ APPRENTICESHIPS**  
**#BuildTheFuture**  
**#NAW2022**