



Apprenticeships Make Things Happen

Employer Seminars Delegate Recruitment

To support the on-going awareness raising and forthcoming Apprenticeship marketing and communications campaign the Department for Children, Schools & Families, Department of Innovation, Universities and Skills and the Learning and Skills Council are running a series of national seminars on Apprenticeships. The target audience is high level decision makers from organisations in the private sector ranging in size from 30-250 employees.

Dates and Venues:

- London 26 February 2009: ExCel
- Newcastle 12 March 2009: (tbc)
- Leeds 4 March 2009: Royal Armouries
- Birmingham 19 March 2009: International Convention Centre

Event Format

The half day seminars promise to be both engaging and interactive. The audience will be addressed by the Rt Hon Ed Balls, MP and Rt Hon John Denham, MP concluding with a Q&A session hosted by Sir Alan Sugar.

An exhibition area will give attendees the opportunity to learn more about the wider government skills/learning initiatives and meet employers and apprentices already participating in Apprenticeship programmes.

The events will offer employers the opportunity to:

- Gain a greater understanding of how Apprenticeships work
- Explore the business benefits
- Voice their opinion on the current Apprenticeship system
- Have their questions around Apprenticeships answered

Delegate Recruitment

Now we need your help and support to send out the invitation to the employers you are working with, by following the instructions below.

1. Click on link below

<http://www.delegate.com/dcsf/apprenticeships/invite.html>

2. Then click: 'File' followed by 'Send' then 'Page by email' **or** click the envelope icon on the top toolbar, this will open the invite in an email format

3. Add recipients name(s) if you are bulk mailing please use the Blind Copy option for privacy purposes

4. Change the subject line to '**Invite to the Apprenticeships Seminars**'

5. Optional: To personalise click in the space above the Apprenticeship logo and add your own message

Other methods of delegate recruitment:

- To kick-start the invitation process, 15,000 invites were emailed to employers on 14 and 15 January, whose profiles met with the target audience criteria outlined below.
- Via the Apprenticeships website: Apprenticeships.org.uk

Target Audience

A list of the audience in terms of level and industry that we would ask you to target are listed below. We would ask you to focus on those companies who do not currently employ apprentices or who have the capacity to employ additional apprentices in other areas within their organisation.

We do not mind if employers receive the invitation more than once – better more than not at all!

Target Industries:	Level of Audience: The focus is on high level decision makers
Automotive/motor retail	
Construction	Chairman
Creative & cultural	Chief Executive
Environmental services	Company Secretary
Fashion & clothing	Board Director
Financial services	General Manager
Food & drink manufacturing	Managing Director
Health & social care	HR Director
Hospitality & leisure	Owner/Proprietor
Information technology (IT)	Partner
Justice	
Land industries	
Logistics	
Manufacturing	
Media	
Passenger transport	
Professional services	
Housing & property	
Publishing & printing	
Retail	
Science & research	
Security	
Travel & tourism	
Utilities	

Further Information

If you require further information about the events please contact either your **LSC Regional Apprenticeship Lead** or **Marketing and Communications Team**.

The Apprenticeship Team would like to take this opportunity to thank you for your input as your help and support is vital to the success of the Apprenticeship seminars.

Regards

Jane Williams
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