# European Vocational Skills Week 2018: Discover your Talent!

On [date], the [name of event] will take place in [city, town or area] as part of the third European Vocational Skills Week.

This event will be a great opportunity to…

[Your event information goes here. See [Media Relations Toolkit](http://ec.europa.eu/social/main.jsp?langId=en&catId=1261&moreDocuments=yes&typeId=126) for guidance:

* name of event, date and location
* explanation of event
* who should come to the event
* information on how to register
* why VET is important in your country/region
* Quote from organiser/speaker]

European Vocational Skills Week 2018 is taking place in Vienna, from 5 – 9 November. As part of the Week, hundreds of events and activities will also be taking place across Europe from September to December. Opening events and Employers’ Days will be hosted in several Member States, awards are taking place in Vienna, and national Ambassadors will be raising awareness of the campaign.

 “Discover your Talent!” is the motto for the Week, organised by the European Commission. The Week will bring together education and training providers, civil society organisations, public authorities, business organisations and the broader public to raise the profile of Vocational Education and Training (VET). The aim of the Week is to show that VET is a smart choice, leading to excellence in education, high-quality jobs and increased employability. The campaign also focuses on adult learning, mobility in VET, sector skills cooperation, and business-VET partnerships. An additional focus this year will be on the future of VET:

* In digitalisation
* In empowering individuals for lifelong career management and skills development
* In validation of non-formal and informal learning
* In addressing the importance of 21st Century skills
* In assessing the role of VET leaders/teachers/trainers
* In recognising the internationalisation of VET.

**Contact:** For more information or specific requests please email [insert email address] or call [insert name] on [insert telephone number.

**VET in Europe** (source: Eurostat)

* 49% of upper secondary students in Europe participate in upper secondary VET (2016)
* The employment rate of recent VET graduates[[1]](#footnote-1) in Europe is 74.8% (2017)
* The percentage of low-qualified adults[[2]](#footnote-2) in Europe has been reducing steadily thanks to the European Social Fund (ESF) assistance but is still too high, at 22.5% (2017)
* 10.9% of Europe’s population participates in adult learning (2017)

### European Vocational Skills Week

[Website and event map](http://www.ec.europa.eu/social/VocationalSkillsWeek)

[Twitter: #EUVocationalSkills](https://twitter.com/hashtag/euvocationalskills) #DiscoverYourTalent

Facebook Event Page: European Vocational Skills Week 2018

1. Aged 15-34, [Eurostat](http://ec.europa.eu/eurostat/statistics-explained/index.php/Vocational_education_and_training_statistics) [↑](#footnote-ref-1)
2. Less than primary, primary and lower secondary education, [Eurostat](http://ec.europa.eu/eurostat/statistics-explained/index.php/Vocational_education_and_training_statistics) [↑](#footnote-ref-2)