



MEDIA RELATIONS FACTSHEET

This factsheet aims to help you promote your European Vocational Skills Week (EVSW) activities.

Media relations can be a powerful tool to encourage people to take part, raise the profile of your organisation and shift the perception of vocational education and training (VET) in your country.

How to get media coverage of your event



Decide which media and journalists to approach and look for their contact details online.



Download and adapt the press release template, available on the [Week website](#) in all EU national languages.



Email the press release to media contacts 2 weeks before your event for local media, earlier for specialist publications and event listings.



Include your contact details so journalists can ask questions and request interviews.



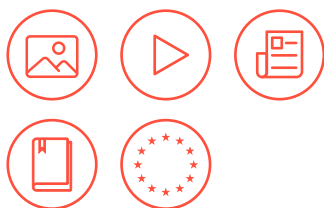
Welcome journalists on the day and introduce them to interesting people.

Which media to approach



- Local newspapers, websites, blogs
- Event listings
- National newspapers
- Specialist publications

How to bring your press release to life



- Photos in the Week's visual style
- Campaign videos
- Quotes and interviews
- Success stories from the Share Your Stories archive on the [Week website](#)
- Country-specific and European facts and figures on VET

Key VET statistics (EU-wide) – useful background information



The employment rate of recent VET graduates in Europe is 78.9% (2019). Source: [Eurostat – Employment rates of recent graduates, pg. 2](#)



10.8 % of Europe's population aged 25 to 64 participate in adult learning (2019). Source: [Eurostat – Adult learning statistics](#)
60 % of VET graduates find their first long-term job within a month of finishing their studies (80 % after six months) (2018).
Source: [A quick guide to EU action on vocational education and training pg. 11](#)



29 % of individuals (EU 27) have low overall digital skills (2019).
Source: [Eurostat](#)



The COVID-19 pandemic has accentuated the existing digital skills gap and new inequalities are emerging. Source: [European Skills Agenda for sustainable competitiveness, social fairness and resilience, pg. 1](#)

Key messages



These messages sum up what we want to tell people about VET. Using them will strengthen the Week's impact and help to promote VET across Europe.

The key messages will help you link with VET events and campaigns across Europe. They can also act as inspiration when you are thinking about what type of event/activity to organise, promoting your event/activity or the Week, or writing social media posts.

You can access the full campaign key message document in the [resources section](#) of the website.

Additional information regarding COVID-19 and EVSW

The coronavirus pandemic has seriously disrupted all forms of education and training. This is an opportunity to take a fresh approach to VET, making it more modern, attractive, flexible and fit for the digital age and green transition. You can showcase the value of VET in these challenging times and exchange practical ideas as part of your Week 2020 activities. See [this page](#) for more information and inspiration.

Don't forget to promote your organisation and event at EU level

Register your event or activity as part of the European Vocational Skills Week 2020 [here](#).



SOCIAL MEDIA



Please share highlights from your event or activity with us on the [Week Facebook page](#).



You can also use hashtags [#EUVocationalSkills](#) and [#DiscoverYourTalent](#), and tag our accounts on Twitter – [@EU_social](#), [@EuropeanYouthEU](#) – and Facebook – [Social Europe](#), [European Youth](#) and join the [EU Vocational Skills Week Group](#)– to further your reach.

Please note that no financial support for organising events or activities is available from the European Commission, but a wide range of practical support measures are available.



CONTACT US



Email: empl-vocational-skills-week@cecoforma.com



Phone: +32 486 306 271



Website: ec.europa.eu/social/vocational-skills-week