



2020

Guidelines

For associated event/
activity organisers

EUROPEAN **VOCATIONAL
SKILLS WEEK** 2020

#DiscoverYourTalent

Join us!

Employment
Social Affairs
and Inclusion



WHAT IS EUROPEAN VOCATIONAL SKILLS WEEK?

A European Commission initiative to highlight the very best of vocational education and training (VET) through a dedicated European Week, and thousands of activities across Europe. Join us, and show Europe why VET is a smart choice.



HOW CAN I BE A PART OF IT?

Register your own local, regional or national events/activities as part of the Week and:



Raise awareness about VET, locally and across Europe.



Promote professional skills.



Share your examples of excellence.



Engage with an international network.



WHERE AND WHEN

The Week: Berlin, **9 to 13 November 2020** (partly in-person, partly on-line).
Activities all around Europe: throughout 2020.



WHO CAN TAKE PART?

Any organisation promoting vocational education and training in:



EU Member States

EU candidate countries

EFTA countries

and partner countries of the **European Training Foundation (ETF)** for events co-organised with the ETF.



WHAT EVENTS/ACTIVITIES ARE HAPPENING?

Thousands of organisations across Europe are organising events/activities, such as:



Fairs/career days



Webinars and online conferences



Employers' days



Photo and video competitions



Social media campaigns



and more



INCREASE THE IMPACT OF YOUR EVENT WITH EUROPEAN VOCATIONAL SKILLS WEEK CO-BRANDING

Co-branding your events/activities as part of the European Vocational Skills Week campaign will increase the reach of your events/activities and contribute to raising awareness of VET. Every organiser will receive a communications toolkit with tips, templates and a European Vocational Skills Week electronic sticker to give your event/activity greater impact.



FIVE STEPS TO GET STARTED

1

Decide on an event/activity

2

Register your event/activity at
<https://ec.europa.eu/eusurvey/runner/europeanvocationalskillsweek2020>

3

Receive your confirmation, guidelines and communication kit

4

See your event/activity added to the map on the European Vocational Skills Week website

5

Co-brand your event with the Week and exchange with other organisers on Facebook



SOCIAL MEDIA

Use the following hashtags to share your activities on social media and tag Directorate-General for Employment, Social Affairs and Inclusion (DG EMPL).

#EUVocationalSkills

#DiscoverYourTalent



@EU_Social

@EuropeanYouthEU



@SocialEurope

@EuropeanYouthEU



CONTACT US

Support VET and get involved in the Week today!



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

Questions? Contact us at



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



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Please note that no financial support for organising events is available from the European Commission.

