

[Enter main details about event here e.g. event/activity short description, date, location, etc.]

[Electronic sticker that you can download via your Welcome Email

To replace: Select the grey circle placeholder, right click & ‘Change Picture…’]

##### [Enter event / activity title here]

**2019**

## The European Vocational Skills Week 2019

Advances in technology and scientific developments are shaping the way we live, work and play. New technologies require new skills and a workforce that possesses them. Vocational Education and Training (VET) is key to filling that skills gap and providing people of all ages with the 21st century skills they need in order to take advantage of the opportunities that modern life provides.

VET is also a proven way of accessing the labour market, with 76% of VET students finding employment shortly after graduating in 2018[[1]](#footnote-1)

The European Vocational Skills Week is an initiative from the European Commission aimed at celebrating vocational education and training (VET). The Week seeks to show that every single person is talented and that VET can provide people with the necessary practical skills, knowledge and competences to succeed in the labour market and in society at large. Our motto is ‘Discover your talent!’ and this year’s theme is ‘VET for ALL – Skills for Life’. So there will be a special focus on the inclusive and lifelong aspects of VET.

Events taking place all over Europe – locally, regionally and nationally – will showcase the immense opportunities offered by VET for young people, adults, companies, VET providers, and other stakeholders. This fourth edition of the Week takes place from 14 to 18 October 2019 in Helsinki. But in the EU Member States, the EEA and EU candidate countries, affiliated events and activities are taking place throughout the year.

## [Enter event/activity title here]

[Insert name of event] is taking place as part of the European Vocational Skills Week 2019.

[Please provide further details about your event or activity. Some suggested things to think about:

* What is your event or activity trying to achieve?
* Who is the main target audience?
* How does it showcase how VET opportunities help young people and adults to discover their talent?
* How does it make employers realise the enormous potential and benefits of investing in human resources?
* How does it validate the choice people make when they choose to study VET?]

# Get involved

## Social media

**Use social media to spread your messages about the event**

* Post your own images, videos or key takeaways from the event using #EUVocationalSkills and #DiscoverYourTalent
* Follow and interact with content from the European Vocational Skills Week social channels:­­­

Twitter:

[**@EU\_Social**](https://twitter.com/EU_Social) and [**@EuropeanYouthEU**](https://twitter.com/EuropeanYouthEU)



Facebook:

[**@SocialEurope**](https://www.facebook.com/socialeurope) and [**@EuropeanYouthEU**](https://www.facebook.com/EuropeanYouthEU/)



LinkedIn:

[**https://www.linkedin.com/company/european-commission/**](https://www.linkedin.com/company/european-commission/)



Instagram:

[**@europeancommission**](https://www.instagram.com/europeancommission/)



* Go live at events using Snapchat, Facebook Live, or Instagram stories.

## Share your Story

The European Commission would like to hear your VET-related experiences, to help build a library of stories to inspire others. This can be either your own VET experience or the experience of the event/activity.

[**You can share your story by completing the form here.**](https://ec.europa.eu/social/vocational-skills-week/share-your-story_en)

<https://ec.europa.eu/social/vocational-skills-week/share-your-story_en>

A selection of stories will receive promotion across EU channels.

# Why VET?

## Discover your potential.

Let vocational education and training help you to discover your unique talents! VET offers a huge range of opportunities and benefits, and can often open up new, unexpected possibilities for the future.

## Valuable qualifications.

Vocational education and training helps learners gain a competitive edge, with qualifications that are valuable to employers and recognised across industries, improving their employability and leading to high-quality jobs.

## Opportunities for adult learners.

There are plenty of opportunities out there to help adult learners pursue an interesting and challenging career. Learning throughout life helps to increase your employability, develop your personal skills and boost your social opportunities.

## Skills you can USE!

VET opportunities are responsive to job markets - they can be targeted to fulfil skills shortages and bottlenecks. Genuine skill shortages in the EU currently affect health and social care, ICT and advanced manufacturing. Equipping candidates with skills in these fields increases their employability, whilst also fostering wider economic growth.

You can therefore be sure that the skills you learn during your VET experience will be valuable, both personally and professionally.

# Contact us:

**Website:** [www.eventwebsite.com]

[Event/activity logo here

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**Email:** [info@eventemail.eu]

**Phone:** [00353 00 000 00]

**Twitter:** [@eventtwitter #eventhashtag]

**Facebook:** [@eventfacebook]

## Contact the European Vocational Skills Week campaign:

**Website:** <https://ec.europa.eu/social/vocational-skills-week/>

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**Twitter:** [@EU\_social](https://twitter.com/EU_Social), [@EuropeanYouthEU](https://twitter.com/EuropeanYouthEU), #EUVocationalSkills, #DiscoverYourTalent

**Facebook:** [@socialeurope](https://www.facebook.com/socialeurope), [@EuropeanYouthEU](https://www.facebook.com/EuropeanYouthEU/)

1. Aged 15-34, Employment rates of young people not in education and training by sex, educational attainment level and years since completion of highest level of education [edat\_lfse\_24], Eurostat. [↑](#footnote-ref-1)