



# EUROPEAN VOCATIONAL SKILLS WEEK



**2019**

Communications toolkit

*#DiscoverYourTalent*

*Employment  
Social Affairs  
and Inclusion*

## What's the campaign about?

European Vocational Skills Week is an initiative from the European Commission to raise awareness about vocational education and training (VET) and increase its attractiveness. The Week aims to make VET more of an appealing proposition, and help young people and adults reach their full potential. Events taking place all over Europe – locally, regionally and nationally – will showcase the immense opportunities offered by VET for young people, adults and companies.

The fourth edition of the Week takes place from 14 to 18 October 2019 in the EU Member States, the EEA and EU candidate countries. Events and activities organised at any time during 2019 can be associated with the Week – boosting your organisation's recognition and visibility.

The motto of the initiative is 'Discover your talent!' It 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. This year's theme is 'VET for ALL – Skills for Life' and the Week will be focusing on the inclusive and lifelong aspects of VET.



## How to use this toolkit

This communications toolkit is a practical resource for event and activity organisers. **It aims to help you promote European Vocational Skills Week among your stakeholders and the wider public.**

By using the materials included in this toolkit, you can help to communicate the benefits and opportunities associated with VET across Europe.

### THE CAMPAIGN OBJECTIVES

**The European Vocational Skills Week campaign aims to accomplish the following:**

- Showcase the numerous ways in which VET opportunities can help both young people and adults to 'discover their talent'.
- Make employers realise the enormous potential and benefits of investing in human resources by supporting the initial training of young people, as well the upskilling and reskilling of adults.
- Validate the choice people make when they choose to study VET by showing its competitive value.
- Develop and raise awareness of European Vocational Skills Week, building on the successes of the 2016, 2017 and 2018 campaigns.

### KEY MESSAGES AND HOW TO USE THEM

**These messages sum up what we want to tell people about VET, and using them will strengthen the impact of the Week and help to promote VET across Europe.** They can also serve as inspiration for when you are thinking about what type of event to organise, promoting your event or the Week, preparing presentations, writing social media posts, etc.

If our messaging is mixed, then impact is lost, but key messages help the campaign to speak with one voice.

Target group	Key message
 <p><b>All</b></p>	<p>Every person has a unique talent. Let vocational education and training help you discover yours!</p> <p>Vocational education and training is worth investing your time in as it offers a huge range of opportunities and benefits, as well as opening up new possibilities for the future.</p>
 <p><b>Young learners and their parents</b></p>	<p>Vocational education and training helps young people pursue successful and exciting careers, and achieve their full potential.</p> <p>Vocational education and training helps young learners gain a competitive edge with qualifications that are valuable to employers and recognised across industries. Vocational education and training is a smart choice, is fun, improves employability and leads to high-quality jobs.</p>
 <p><b>Adult learners</b></p>	<p>There are great vocational training opportunities that can help you to pursue an interesting and challenging career, as well as engage actively in society.</p> <p>It is never too late! Vocational education is a great option for people of all ages. Adult learners all over Europe and the rest of the world are already taking advantage of opportunities, so why not join them?</p> <p>Learning throughout life helps you to increase your employability, develop your personal skills and boost your social opportunities.</p>
 <p><b>Businesses (e.g. SMEs)</b></p>	<p>Vocational education and training provides employees with the skills they need to fill the skills gaps in companies.</p>



## How to get involved

**The key to the success of European Vocational Skills Week 2019 is the active involvement of organisations, companies and individuals in the campaign.** If you are involved in VET in the 28 EU Member States, the EEA or EU candidate countries, and want to help raise its profile, then there are many ways you can support the Week.

### ORGANISE AN EVENT OR ACTIVITY

Organise your own event or activity as part of the European Vocational Skills Week and you become part of a large network of individuals and organisations promoting VET.

**Registering your event or activity as a part of the Week is a unique promotional opportunity.** You will have access to promotional materials and will also gain visibility on the [European Vocational Skills Week website](#).

You can organise a broad variety of events and activities, and tailor them to the needs of your organisation and the resources you have available. Ideas include open days, tours, seminars, workshops, demonstrations, employee awards, competitions and quizzes. You could even hold an online event such as a Twitter chat or Facebook Live session.

To register your event or activity as part of the Week, it must meet the following criteria:

1

- Take place between May and December 2019.
- Reflect your commitment to excellence in VET and/or adult learning.
- Aim to improve the image, attractiveness and quality of VET.
- Involve learners or stakeholders.
- If possible, supply information on positive outcomes (e.g. in terms of greater interest in VET programmes from potential learners, employability, etc.).

2

Once you have planned your event or activity, the next step is to fill in our simple [registration form](#). All events and activities that have been submitted will be screened to ensure the necessary information has been provided and that the activity is within the focus of the Week. You will then be contacted either for further clarification or with confirmation that your event has been added to the Week's website. You can find a full overview of the registration process in the [Guidelines for organising your own event or activity](#).

## OUR SUPPORT

**We have developed a range of tools to help you to enhance the visibility of your event or activity – whether locally, nationally or internationally – and boost participation.** These include the following:

- A European Vocational Skills Week 2019 leaflet.
- Social media and media relations toolkits to help you plan your own promotion.
- A monthly newsletter full of VET-related content
- Access to webinars on how to promote your event.
- Visual assets that you can co-brand your event with (official partner stickers, posters, video material, social media content, etc.).
- An exclusive, organiser-only Facebook group where you will have access to additional resources, and where you can exchange ideas with fellow organisers.
- A support helpline (available in EN, DE, PL, ES, IT and HU).
- Information about our European Vocational Skills Week 2019 Ambassadors.

## INCREASE YOUR IMPACT

### Share your Story

We want to hear VET-related experiences from individuals, organisations, and event and activity organisers, so that we can build a library of stories to inspire others. Options include the following:

- Tell the story of a previous event you have organised, sharing what was particularly successful and what lessons you learned.
- Ask learners, parents, staff or other stakeholders in your organisation to share their own experiences of VET.
- Share the story of your organisation and how it has benefitted from VET.

**You can share your story by completing the form [here](#).** A selection of stories will receive promotion across EU channels.

### Social media

You can get involved by promoting the Week through your networks and channels. The materials provided on the website are ideal for sharing at events, as well as through social media. You can also create and share your own content such as videos, photos and quotes from your events and activities.

Remember to use the Week's hashtag **#EUVocationalSkills**, which could be complemented with **#DiscoverYourTalent**. Alternatively you can tag our social media profiles (listed below) to make us aware of your posts and we can help boost the profile of your organisation through the wider VET network across Europe. (It's important to make

sure that the content that you share complies with national and EU copyright legislation.)  
**You can find more information about how to make the best use of social media in the social media toolkit.**

#### European Commission VET-related social media profiles:

- **Twitter:** [@EU\\_social](#), [@EuropeanYouthEU](#)
- **Facebook:** [@socialeurope](#), [@EuropeanYouthEU](#)

## Media relations

Traditional and digital media may also be interested in your event or activity, and in what you have to say about VET in the context of the Week. You can reach out to journalists to see if they are interested in writing about or attending your event. They may also be interested in interviewing someone from your organisation due to the increased interest in the topic created by the Week. **You can find more information about how to engage with the media in the media relations toolkit.**



## Frequently asked questions

### What is the timing of this campaign?

Events and activities can be held any time between May and December 2019.

### Are there subsidies available?

No. The European Commission is providing assistance by promoting events via social media and creating promotional items such as leaflets and posters, which you can print locally for your event. Promotional items such as t-shirts and pens will also be available. You can submit a request for European Vocational Skills Week promotional items from 1 July 2019 onwards. Please send an email to [info@vocationalskillsweek.eu](mailto:info@vocationalskillsweek.eu) to register your interest in receiving promotional items for your event.



## Contact us

We are happy to help with any queries you may have about your communications activities.

**Email:** [info@vocationalskillsweek.eu](mailto:info@vocationalskillsweek.eu)

**Phone:** +44 (0)207 444 4264

**Twitter:** [@EU\\_social](#) [@EuropeanYouthEU](#) #EUVocationalSkills #DiscoverYourTalent

**Facebook:** [@socialeurope](#), [@EuropeanYouthEU](#)