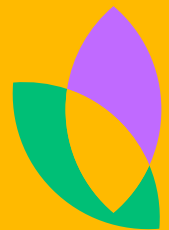




European  
Commission

# 2020 Communications Toolkit

EUROPEAN **VOCATIONAL  
SKILLS WEEK** 2020



**#DiscoverYourTalent**

Employment  
Social Affairs  
and Inclusion



## WHAT'S THE CAMPAIGN ABOUT?

European Vocational Skills Week is a European Commission initiative to raise awareness about vocational education and training (VET) and increase its attractiveness.

The Week aims to make VET more appealing, to 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 individuals and companies.

The fifth edition of the Week is a hybrid event due to COVID-19 safety measures. It will take place from **9 to 13 November 2020** in **Berlin** and **simultaneously online**. Events/activities organised at any time during 2020 can be associated with the Week – which means you will have a strong platform for boosting your organisation's recognition and visibility.

The motto of the campaign is **Discover Your Talent!** It seeks to show that every person has valuable talents, and that VET can provide the practical skills and knowledge for Europe's citizens, of all ages, to succeed in the labour market and in society.

This year's theme is **VET for Green and Digital Transitions**, in line with the European Commission's priorities on a European Green Deal and a Europe fit for the digital age.

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. On 1 July 2020, the Commission put forward an ambitious agenda to guide COVID-19 recovery efforts in employment and social policy, with the focus on skills and VET. Its Communication on a European Skills Agenda for sustainable competitiveness, social fairness and resilience proposes 12 EU actions to support partnerships for skills, up- and reskilling and empowering lifelong learning. Its Recommendation on VET seeks to ensure that VET equips the workforce with the skills to support the recovery, as well as the green and digital transitions. Learn more about all the initiatives [here](#).



## HOW TO USE THIS TOOLKIT

This communication 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.**

The materials in this toolkit will support you in communicating to your networks the benefits and opportunities associated with VET across Europe.

### The Campaign Objectives

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



Showcase the many ways VET can help young people and adults to 'discover their talent'.



Demonstrate to employers the enormous benefits of investing in human resources by supporting the initial training of young people, as well as the upskilling and reskilling of adults.



Validate the choices people make when they choose VET, by showing its competitive value.



Develop awareness of European Vocational Skills Week, building on the success of previous campaigns.

## Key Messages and How to Use Them



VET

Key messages sum up what we want to tell people about VET and help the community speak with one voice. They strengthen the Week's impact and help to promote VET across Europe.

VET

For all the key messages for each target group, please see the Key Messages document in the [resources section](#) on the website. They will help you and your partner organisations link with VET events and campaigns across Europe. They can also act as inspiration when you are thinking about what type of event to organise, promoting your event or the Week, preparing presentations or writing social media posts.

You





## HOW TO GET INVOLVED

**Key to the success of European Vocational Skills Week 2020 is the active involvement of organisations, companies and individuals in the campaign.**

If your event/activity focuses on VET and you want to help raise its profile, there are many ways to support the Week campaign.

You may organise an event or activity if you are a school, company, organisation or association:

Any EU Member State

An EFTA Country

Iceland

Norway

Liechtenstein

Switzerland

A candidate country

Albania

Montenegro

Republic of North Macedonia

Serbia

Turkey

Supported by the European Training Foundation

### Organise an event/activity

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

**Registering your event/activity as part of the Week is a unique promotional opportunity.** You will have access to media relations support, promotional materials and visibility on the European Vocational Skills Week website.

You can organise a broad variety of events/activities and tailor them to the needs of your organisation and the resources available.

Given the ongoing restrictions to stop the spread of COVID-19, this year we're encouraging you to organise digital events/activities – it could be a: **webinar**, **digital press campaign**, **online careers fair**, **Facebook Live**, **Instagram Live** or **another online gathering**. We welcome you still organising in-person events/activities of course, if conditions allow.

For your event/activity to be accepted and promoted as part of the Week, it must:

- 1 **Take place between March and December 2020.**
- 2 **Reflect your commitment to excellence in VET and/or adult learning.**
- 3 **Aim to improve the image, attractiveness and quality of VET.**
- 4 **If possible, supply information on positive outcomes.** (e.g. in terms of greater interest in VET programmes from potential learners, employability, etc.)

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

## Our Support

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



A media relations support network.



A European Vocational Skills Week 2020 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 to co-brand your event (with official partner stickers, posters, video material, social media content, etc.).



An exclusive Facebook group where you can access additional resources and exchange ideas with fellow organisers.



A support helpline (available in EN, DE, FR, NL, ES, and TR).



Information about the European Vocational Skills Week 2020 Ambassadors.



## INCREASE YOUR IMPACT

### Hosting a successful virtual event/activity



#### Choose your format

Virtual events/activities can be in a number of formats or a combination of formats. Select the format that works best for your event/activity theme and that will keep your target audience engaged. Here are some of the most popular formats to consider:

single presenter

dual presenter

interview

Q&A

panel discussion



#### Timing

Keep in mind the daily activities of your target audience. Depending on your target group, lunchtime might be the best time to organise your virtual event/activity, or towards the end of the week if you are targeting adult learners and professionals. Also consider the length of your event/activity. The optimal length of a webinar, for example, is **45-60 minutes**.



#### Choose the right platform

There are a variety of options for hosting an online event/activity, e.g. **Zoom**

**GoTo**

**Google Meet**

**Webex**

**Facebook**

and

**Instagram Live**.

Whichever platform you select, consider the pros and cons– think about your budget, audience and the features of the platform.





### Do a dry run and test your tech

Set up a test of your event/activity and run through your event/activity, checking for sound quality, video quality and virtual background. Many platforms allow you to upload an image or video as a background. Note that this feature usually works best with uniform lighting and a plain wall or green screen.



### Marketing

Promote your event/activity via social media and email to boost attendance at your event. Send email reminders to registered attendees one week, one day and one hour before the online event/activity.



## SHARE YOUR STORY

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



Tell the story of a previous event/activity, sharing your successes and the lessons you learned.



Ask learners, parents, staff or other stakeholders to share their experiences of VET.



Share the story of your organisation and how it has benefited from VET.

**You can share your story by completing this [simple form](#).** A selection of stories will be promoted across EU channels.

### Social media

You can get involved by promoting the Week through your social media networks and channels. The materials provided on the website are ideal for sharing at events/activities, as well as through social media. You can also create and share your own content such as videos, photos and quotes from your events/activities. Video content is ideal for social media, but photos with a human touch will also be effective.

Remember to use the hashtags:

[#EUVocationalSkills](#)

[#DiscoverYourTalent](#)

Alternatively, tag our social media profiles (listed below) and we can help boost your profile through the wider VET network. (Make sure the content you share complies with national and EU copyright legislation.)

**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:**



@EU\_Social

@EuropeanYouthEU



@SocialEurope

@EuropeanYouthEU

### **Media relations**

Traditional and digital media may also be interested in your event/activity, and in what you have to say about VET in the context of the Week. Reach out to journalists to see if they are interested in writing about or attending your event/activity. They may also be interested in interviewing someone from your organisation given the increased interest in the topic created by the Week.

**Find more information about engaging with the media in the media relations toolkit.**

*Please note there are no subsidies available for events/activities. However, the European Commission provides assistance by promoting events/activities via social media and creating items such as printable leaflets and posters.*



## CONTACT US

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



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**Phone:** +32 486 306 271



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[EU Vocational Skills Week Group](#)



**Website:** [ec.europa.eu/social/vocational-skills-week](https://ec.europa.eu/social/vocational-skills-week)

