



EUROPEAN VOCATIONAL SKILLS WEEK



2018 | Communications toolkit

#DiscoverYourTalent

What's the campaign about?

The European Vocational Skills Week is an annual initiative from the European Commission to raise the awareness and attractiveness of vocational education and training (VET). The Week aims to make VET more attractive through a combination of events taking place all over Europe - locally, regionally and nationally. It seeks to show the immense opportunities that VET can provide for young people, adults, and companies.

The Week itself takes place from 5 to 9 November 2018 in the 28 Member States, EEA and EU candidate countries. Activities organised from September to December 2018 can be associated with this Week.

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.

How to use this toolkit

This communications toolkit is a practical resource to help you promote the European Vocational Skills Week among stakeholders and the wider public across Europe.

By using the materials set out in this toolkit, you can help to successfully communicate the benefits and opportunities of VET.

You can contribute to the European Vocational Skills Week if you are, or you represent:

- A VET learner, or a teacher or trainer
- Youth or learners' association
- Vocational education and training provider
- Adult learning organisation
- Business or company including an SME
- Public or private employment service
- Researcher
- Career counsellor
- Parents' associations
- Local/regional/national authority
- Social partners
- Another group with an interest in VET

The Week objectives

The European Vocational Skills Week campaign aims to:

- Showcase the numerous opportunities that VET can provide for young people and adults to "discover their talents" through quality VET offers;
- Make companies realise the enormous potential and benefits of investing in human resources by engaging in initial skills provision for the young as well as upskilling and reskilling of adults;
- Develop and raise awareness of the European Vocational Skills Week, building on the success of 2016 and 2017 campaigns.

KEY MESSAGES AND HOW TO USE THEM

Here you will find the overall key messages for communicating about the European Vocational Skills Week. There are also additional specific slogans designed to resonate with several target groups.

These messages sum up what we want to tell people about VET. You can use the key messages as inspiration for when you are thinking about the type of event to organise, promoting your event or the Week, preparing presentations, writing social media posts, etc.

Using the key messages strengthens the impact of the Week and promoting VET across Europe. If our messaging is mixed, then the impact is lost, but key messages help the campaign to speak with one voice:

- Every person has a talent. Hidden or obvious, let vocational education and training help you discover your own talent;
- Vocational education and training is a path you can take pride in, and pursue, in the knowledge that it is beneficial for your future;
- Vocational education and training is a smart choice, is fun, and leads to high-quality jobs and increased employability;
- There are great vocational training opportunities that successfully prepare you for interesting and challenging careers, as well as active engagement in society;
- It is never too late – vocational education is a desirable option for people of all ages, and adult learners all over Europe and the rest of the world are also engaged in vocational courses;
- Learning throughout life leads to increased employability, better personal development and social inclusion;
- Vocational education and training provides learners with skills that match the needs of employers and companies;
- Investing in vocational educational training means investing in quality human resources for the present and future.

How to get involved

Organisations, companies and individuals being actively involved in the campaign is what will make the European Vocational Skills Week 2018 a real success. If you are involved in VET in the 28 EU Member States, EEA and EU candidate countries and want to help raise the profile of VET then there are many ways you can support the European Vocational Skills Week.

ATTEND AN EVENT OR TAKE PART IN AN ACTIVITY

You can attend one of the many events that are being organised around the European Vocational Skills Week. A whole range of events are taking place across Europe, and beyond. These include career days and education fairs, workshops and conferences, open days, competitions and information nights at companies and VET providers.

Even if you are unable to attend one of the events, you can still take part in a number of competitions or contribute to promoting VET in some other way. You can check the events on [the website](#) to see if there is an activity being planned near you.

ORGANISE AN EVENT

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

Registered events and activities will be co-branded using the Week's visual style. They will have access to promotional materials and benefit from a raised profile if they are included on the [European Vocational Skills Week website](#).

You can organise a broad variety of events and activities and make sure that your activity is tailored 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 can even hold an online event such as a Twitter chat or Facebook Live event.

To register as part of the European Vocational Skills Week, your event must:

- Take place before (from September onwards) or during the European Vocational Skills Week, (and no later than end-December 2018);
- Reflect your commitment to excellence in VET and/or adult learning;
- Aim to improve the image, attractiveness and quality of VET;
- Involve learners and their stakeholders;
- 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 your activity planned, the next step is to fill in [the Registration Form](#). All events and activities registered will be screened to ensure all necessary information is available and that the activity is within the focus of the Week. You will be contacted either for further clarification or with confirmation that your event is added to the European Vocational Skills Week website.

Spread the word

Social media

You can get involved by promoting the Week through your networks and channels. There will be a whole range of content coming out of the European Vocational Skills Week including videos, infographics, leaflets, videos and photos. These materials 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.

You can use the Week's hashtag #EUVocationalSkills, which could be complemented with #DiscoverYourTalent; or tag our social media profiles so that we are aware of your posts and we can help boost the profile of your organisation through the wider VET network across Europe. (Make sure that the content that you share complies with national and EU Copyright legislation.)

European Commission VET-related social media profiles and hashtags:

Twitter @EU_social @EuropeanYouthEU #EUVocationalSkills #DiscoverYourTalent

Facebook @socialeurope, @EuropeanYouthEU

Contacting journalists

Traditional 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.

Frequently asked questions

What is the timing on this activity?

Events and activities should be held before and during the European Vocational Skills Week itself (from September to the end of December 2018).

Are there subsidies available?

No - the European Commission is providing assistance in kind 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 16 October onwards. Please send an email to info@vocationalskillsweek.eu to register your interest in receiving promotional items for your event.

I have some further questions, who could I contact?

You can email the Week's helpdesk on info@vocationalskillsweek.eu or give us a call +44 (0)207 444 4264. We are also available on [Yammer](#) where we will answer all your queries.

Useful resources

The European Commission provides partners and stakeholders with a set of toolkits and European Vocational Skills Week promotional materials that can be adapted to support communications activities at national, regional and local levels, all of which are available for download from the website:

- Communication Toolkit
- Event organiser guidance, in 24 languages
- Introductory Leaflet, in 24 languages
- Social media Toolkit
- Media relations Toolkit
- Poster, in 24 languages
- Audiovisual materials - videos and pictures
- Infographics

Contact us

We are happy to help with any queries you may have on your campaign activities.

Email: info@vocationalskillsweek.eu

Phone: +44 (0)207 444 4264

Yammer: <http://bit.ly/EVSWYammer>

Twitter: @EU_social @EuropeanYouthEU #EUVocationalSkills #DiscoverYourTalent

Facebook: @socialeurope, @EuropeanYouthEU