



European  
Commission

# GUIDELINES FOR ORGANISING YOUR OWN EVENT OR ACTIVITY

## EUROPEAN VOCATIONAL SKILLS WEEK



2018 |

#DiscoverYourTalent

Employment  
Social Affairs  
and Inclusion

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## JOIN THE EUROPEAN VOCATIONAL SKILLS WEEK in 2018 and DISCOVER YOUR TALENT!

# GUIDELINES FOR ORGANISING YOUR OWN EVENT OR ACTIVITY

## WHAT IS THE EUROPEAN VOCATIONAL SKILLS WEEK?

The European Vocational Skills Week is a European Commission initiative aimed at making **vocational education and training (VET)** – which provides people with the practical skills they need for jobs in areas such as trade work, retail, hospitality and technology – more attractive. It includes events and activities in participating countries all over Europe, locally, regionally and nationally. Stakeholders taking part in the Week have the chance to share examples of excellence in VET.

## WHEN IS IT?

Following the success of the previous two years, the third **European Vocational Skills Week** will run from **5-9 November 2018**. Key events and activities will take place in **Vienna** this year, organised in close cooperation with the Austrian Presidency of the Council of the EU, while a variety of national opening events will also be held in other Member States.

But the most important part of the European Vocational Skills Week will be events and activities **organised by you** at local, regional, national and even **European levels** between **1 September and 31 December 2018**. **You can bring stakeholders together in your own country or join up with those from other countries**. We invite you to register your event or activity through the Commission's webpage for the Week (<http://ec.europa.eu/vocational-skills-week>), so that the event can be added to an electronic map, making it available for all to see. Your event might also then become one of those that the Commission highlights in its promotion of the Week!

## WHO CAN TAKE PART?

The Week is open to all organisations promoting VET in any of the EU Member States, EU candidate countries and EFTA countries. Events organised by, or in cooperation with, the European Training Foundation (an EU agency) in their partner countries are also eligible.

Individuals and organisations that can contribute to the European Vocational Skills Week include:

- young and adult learners;
- teachers, trainers, counsellors and researchers;
- educational training providers;
- businesses, chambers, trade unions and employer organisations;
- people in charge of VET programmes, policy networks and VET-related initiatives.

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## WHY SHOULD YOU JOIN?

The European Vocational Skills Week is a unique opportunity for you to engage with society at large, helping to raise the profile of VET in your community and across Europe. It's a chance for key stakeholders with similar goals to come together in a combined effort that capitalises on your individual successes.

Through your involvement, you will be able to:

- co-brand your event or activity using the unique '**European Vocational Skills Week — Discover your Talent!**' visual identity and slogan;
- be part of a large network of individuals and organisations promoting the development of vocational skills;
- promote your VET work and events, enhance your visibility and gain more exposure.

## WHY PROMOTE VET?

VET provides people with the practical and transferable skills, knowledge and competences the labour market needs, and helps them play a part in society at large.

Young people and adults make decisions every day about their careers. **Your event or activity** can help them to see the benefits of choosing VET. Whether it's formal education for young people, continuing vocational training for adults, advanced technical training, professional higher education or any type of job-related learning, your involvement can put the spotlight on the wide choices available throughout Europe.

## WHAT ARE THE KEY MESSAGES AND THEMES OF THE 2018 WEEK?

### Key messages

- Every single person is **talented** and VET can help identify and develop those talents;
- VET is a great option for people of **all ages**, and prepares them for **interesting careers all over the world**;
- VET boosts **employability**, supports **personal development** and can lead to **high-quality jobs**;
- **Lifelong learning** enhances social inclusion, diversity and active citizenship.

### Themes

- **The future of VET** including:
  - digitalisation;
  - empowering individuals for lifelong career management and skills development;
  - the validation of non-formal and informal learning;
  - the importance of 21<sup>st</sup> century skills;
  - the role of VET leaders/teachers/trainers;
  - the internationalisation of VET.

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## HOW CAN YOU CONTRIBUTE?

There are many **events** that can help you reach out to people, raise the profile of your VET initiatives and enhance their appeal:

- Open days (e.g. at schools, businesses and learning centres);
- Career days, education fairs, tours and trade shows;
- Workplace ‘ask-an-expert’ sessions;
- Information days/nights showcasing vocational programmes;
- National/regional/local skills competitions, quizzes, contests and awards ceremonies;
- Webinars promoting vocational skills development;
- Facebook Live sessions with interesting people who promote career-long professional development;
- Conferences presenting new trends in workplace learning;
- Roundtables/chats for sector organisations discussing the need for vocational skills or possible ways of developing vocational skills;
- Speeches highlighting key findings of vocational skills research;
- Meetings involving statements or announcements by local political representatives supporting the importance of lifelong vocational learning;
- Celebrity visits to companies to ‘do a different job for a day’;
- Demonstrations of new ‘idea collection’ tools for your workforce (e.g. intranet, blog for trainees and employees, idea management programmes).

Besides organising events, you can also contribute through **other kinds of activities**:

- Organise photos or video/blog competitions for VET learners to show why they enjoy their training or what they gained from graduating (don't forget to use social media!);
- Organise targeted media campaigns involving role models for young people and successful VET graduates;
- Develop a communication strategy for your organisation to raise the profile of VET – including employment opportunities;
- Designate ambassadors/role models to share their VET successes (e.g. top chefs, graphic designers, singers/actors, sports people, fashion designers);
- Carry out online and social media activities (e.g. initiate a social media conversation or event with VET experts online).

For all your events or activities, do make use of your existing networks and build new partnerships with key stakeholders.

You could also adapt or rebrand any of your upcoming events or activities to become part of the European Vocational Skills Week, using the Week’s visual identity and key messages.

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## HOW CAN YOU PLAN YOUR EVENT OR ACTIVITY?

Here are some simple **suggestions** to help you to prepare your event or activity from scratch, or to adapt/re-brand an existing event or activity:

- Hold a brainstorming session (within your own organisation or with other partners) to discuss what your activity will be about.
- Establish your timeline and plan. The activity should take place between 1 September and 31 December 2018.
- Decide on your main target audiences.
- Think about how best to reach these audiences. What would trigger their interest or be helpful for them? What actions do you want them to take?
- Think about how you will integrate your key messages into your activity and promotional materials.
- Build on the successes of previous activities and let them inspire you for this particular promotional activity.
- Confirm whether or not you have a budget for any planned activities, as this may determine the scope of your activities.
- Think of different ways to promote your activity to a wider audience, and to disseminate the messages afterwards.

Once you finalise the planning, simply fill in the registration form available via this link: <http://ec.europa.eu/vocational-skills-week>. All events or activities registered through the Commission's website will be screened to ensure the necessary information has been provided and that your activity corresponds with the aims of the Week. You'll be contacted either for further clarification or with a confirmation that your event has been added to the map on the European Vocational Skills Week website.

## WHAT'S NEXT?

Once you receive confirmation that your event or activity will be included on the map, you'll also receive guidance material and a communication kit, including information about how to align your promotional materials with the **European Vocational Skills Week visual style and slogan**.

You should promote your event or activity in advance by making use of existing networks such as social media platforms, local media and direct contact. After the event, you can share the results of your experience by using the hashtags #EUVocationalSkills and #DiscoverYourTalent. You could also alert/tag the DG Employment social media accounts ([@EU\\_social](#) and [@EuropeanYouthEU](#) on Twitter, and [Social Europe](#) and [European Youth](#) on Facebook).

## FREQUENTLY ASKED QUESTIONS

### What is the timing of this activity?

We encourage events or activities for this year to be held between 1 September and 31 December 2018. The Week culminates in activities in Vienna from 5-9 November 2018.

### Are there any restrictions on taking part?

Your proposal should meet the minimum quality standards:

- Reflect your commitment to **promoting excellence in VET**, and/or the **opportunities that VET can offer**;
- Aim to **improve the image, attractiveness and quality** of VET and involve different stakeholders (in particular those outside your own organisation and/or those **not yet involved in VET**);
- If possible, make information on **positive outcomes** available;
- Involve a special effort **beyond the normal activity** of your organisation;
- Be willing to contribute to the **assessment and evaluation** of the impact and results of the Week through a short survey or interview.

Information in the registration form should be completed in full, and the communications kit should be used correctly.

Please note that this initiative is **not** for commercial purposes and is not designed to simply promote training courses.

### Are there subsidies available?

No — the European Commission is providing assistance in kind by promoting events via social media, making promotional materials available in different languages and ensuring wide media coverage. Registering an event or activity on the European Vocational Skills Week webpage does not provide access to any EU funding.

### Will there be another European Vocational Skills Week next year?

Yes! European Vocational Skills Week 2019 will take place during the second half of 2019.

## FOR MORE INFORMATION

- **Website:** <http://ec.europa.eu/vocational-skills-week>
- **Email:** [empl-vocational-skills-week@ec.europa.eu](mailto:empl-vocational-skills-week@ec.europa.eu)

**BE A PART OF THE EUROPEAN VOCATIONAL  
SKILLS WEEK 2018 and DISCOVER YOUR TALENT!**