



European
Commission

EUROPEAN VOCATIONAL SKILLS WEEK



MEDIA RELATIONS FACTSHEET

This factsheet aims to help you promote your European Vocational Skills Week events and activities. Media relations can be a powerful tool to encourage people to take part, raise the profile of your organisation and shift the perception of vocational education and training (VET) in your country.

How to gain media coverage of your associated event or activity

- ✓ Decide which media and journalists you would like to approach and look for their contact details online.
- ✓ Download and adapt the template press release, available on the [EVSW website](#) in all EU national languages.
- ✓ Email the press release to your media contacts - 2 weeks before your event for local media, earlier for specialist publications and event listings.
- ✓ Include your contact details so journalists can ask questions and request interviews.
- ✓ Follow-up with a phone call to pitch your story.
- ✓ Welcome journalists on the day and introduce them to interesting people.



How to bring your press release to life

- Photos**, placing these in the Week's visual style
- Campaign videos**
- Quotes and interviewees**
- Success stories from the Share Your Stories archive**
- Country-specific and European facts and figures on VET**



Which media to approach

- Local newspapers, websites, blogs**
- Event listings**
- National newspapers**
- Specialist publications**
- Radio and TV**



48%

of upper secondary students in Europe participate in upper secondary VET (2017)



The employment rate of recent VET graduates in Europe is

77.5%

(2018)



The percentage of low-qualified adults in Europe is

21.9%

(2018)



72.2%

of companies in the EU provided continuing vocational training to their employees (2015)



11.1%

of Europe's population between the age of 25 to 64 participates in adult learning (2018)

Contact:

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Register your event or activity as part of the European Vocational Skills Week 2019 here:
ec.europa.eu/eusurvey/runner/register-your-VocationalSkillsWeek2019

Please note that no financial support for the organisation of events or activities is available from the European Commission.

ec.europa.eu/social/vocational-skills-week

#DiscoverYourTalent

Employment,
Social Affairs
and Inclusion

#EUVocationalSkills