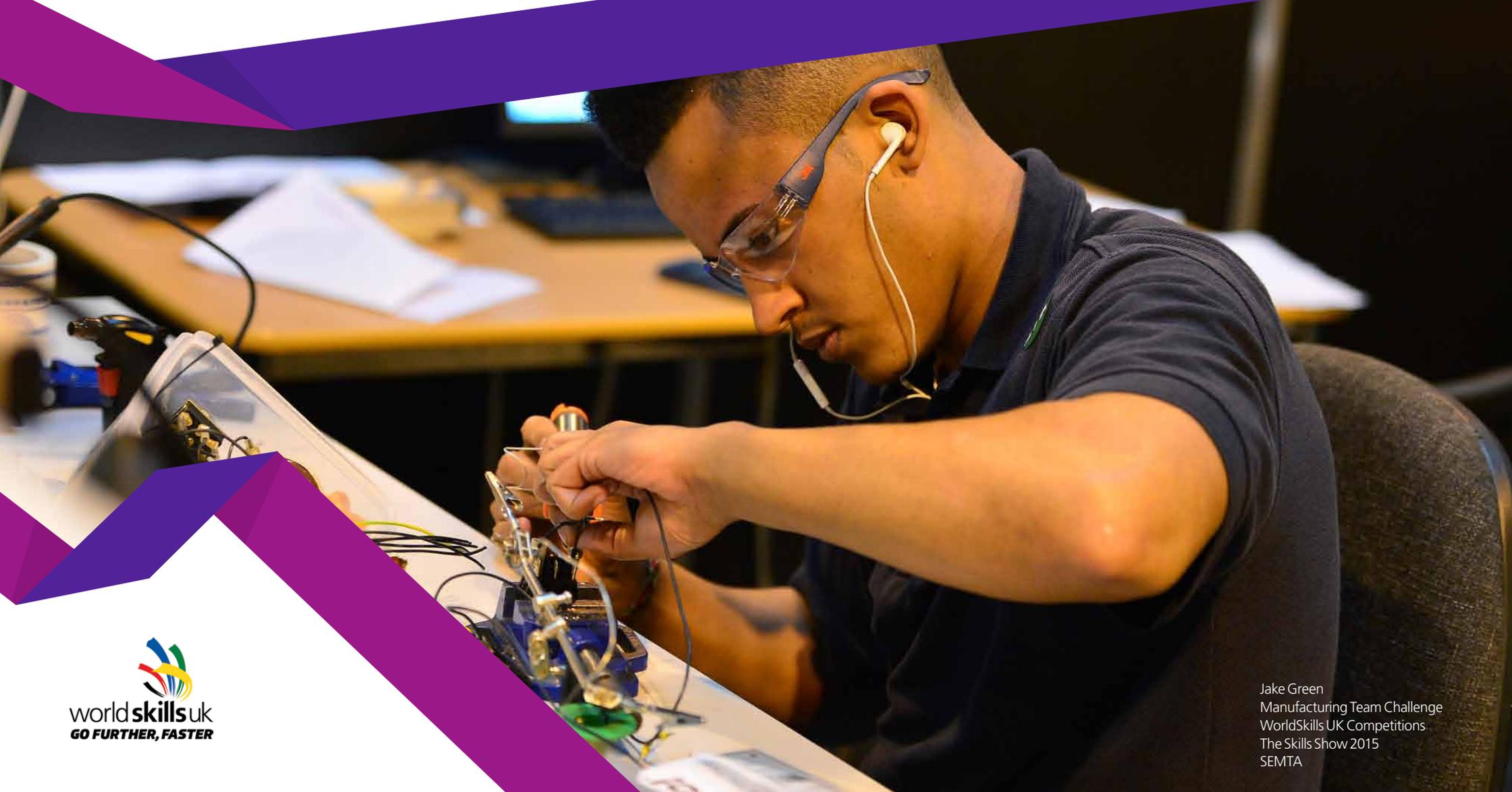


# ***Celebrating the WorldSkills UK Finalists at The Skills Show 2016***

17 to 19 November, NEC Birmingham  
Communications Toolkit  
#SkillsShow16



# Going for Gold

Securing a place to compete in the WorldSkills UK Competitions National Finals at The Skills Show is no mean feat.

It takes hard work, determination and a high level of skill.

Over 3,000 apprentices and learners registered to take part in this year's WorldSkills UK Competitions. The 500 competitors taking part in the National Finals have won their place following a fiercely competitive round of heats.

During The Skills Show, which takes place from 17 to 19 November at the NEC Birmingham, the finalists will be competing to win Gold, Silver and Bronze in a range of industries from engineering and construction through to digital and professional services.

It is the preparation for and the experience of competing that enables apprentices and learners to gain the high level employability skills that employers are looking for, accelerating their own careers.

At WorldSkills UK we believe the achievements of this remarkable group of talented young people should be celebrated. Help us to raise the profile of the UK's top apprentices and learners by using this toolkit to spread news of their success and your organisation's support for them.

What are you waiting for? Get involved, start shouting and make sure you visit The Skills Show to cheer them on.



Jasmine Field  
Visual Merchandising and  
Window Dressing  
WorldSkills São Paulo 2015

# Thank you to our Competition Organising Partners

WorldSkills UK Competitions are run in partnership with organisations from industry and education. Please mention the Competition Organisation Partners in any communication that you do.

**AoC Sport - @AoC\_Sport**

Fitness Trainer

**British Floristry Association - @The\_BFA**

Floristry

**BPEC (British Plumbing Employers Council) - @BPEC1**

Plumbing

**Carshalton College - @CarshaltonAC**

Graphic Design

**Cambrian Training - @CTCwbl**

Butchery

**CITB / SkillBuild - @CITB\_UK**

Bricklaying / Cabinet Making / Carpentry / Joinery / Painting and Decorating / Plastering / Plastering and Drywall systems / Roofing: Slating and Tiling / Stonemasonry / Wall and Floor Tiling

**Complete Forensics - @Com\_Forensics**

Forensic Science

**Craft Guild of Chefs - @Craft\_Guild**

Confectionery and Patisserie / Culinary Arts / Restaurant Service

**Dateam Business Media Group - @skillfridge**

Refrigeration and Air Conditioning

**Highbury College, Portsmouth - @HighburyCollege**

Web Design

**Association of Professional Landscapers (APL) @APLWorldSkills**

Landscaping

**IMI (Institute for the Motor Industry) - @The\_IMI**

Automotive Body Repair / Automotive Refinishing / Automotive Technology / Heavy Vehicle Maintenance

**L'Oréal - @lorealtalent**

Hairdressing

**London College of Fashion - @LCFLondon**

Visual Merchandising

**NET (National Electrotechnical Training)**

Electrical Installation

**Northumberland College - @NorthlandColl**

IT Software Solutions for Business / IT Support Technician / Network Infrastructure Technician / Network Security / Network Systems Administrator

**North Warwickshire and Hinckley College - @nwhcnews**

Popular Music / Video Moving Image

**Profiles 4 Care - @Profiles4Care**

Health and Social Care

**Prospect - @ProspectUnion**

Environmental Science

**Semta - @SemtaSkills**

Aeronautical Engineering: Avionic / Aeronautical Engineering: Mechanical / CNC Milling / CNC Turning / Construction MetalWork / Industrial Electronics / Manufacturing Team Challenge / Mechanical Engineering: CAD / Mechatronics (Advanced) / Mechatronics (Higher) / Robotics (Future Skills Showcase) / Sheet MetalWork (Advanced) / Sheet MetalWork (Higher) / Welding

**Siemens - @siemensindustry**

Industrial Control

**South Thames College - @SouthThamesColl**

3D Digital Game Art

**The Goldsmiths' Company - @GoldsmithsCo**

Fine Jewellery Making

**VTCT - @VTCT\_UK**

Beauty Therapy (Body) / Beauty Therapy (Hands and Face) / Media Makeup (Body) / Fashion and Photographic Make-Up / Nail Art / Nail Enhancements / Nail Services



# Show your Support

Make sure you let your local media know about your involvement in WorldSkills UK Competitions

Use the [template press releases](#) to shout about the involvement of your apprentices and learners in the WorldSkills UK Competitions National Finals.

FE Week is the media partner for WorldSkills UK Competitions and wants to hear how your apprentices and learners are preparing to take part in The Skills Show. Please email [campus@feweek.co.uk](mailto:campus@feweek.co.uk) with your news.

## Contact your local MP

Ask your local MP to show their support for your apprentices and learners as they prepare to take on the UK's best at The Skills Show.

## Shout about your success on social media

Connect with all the WorldSkills UK social media channels (include link to social media page in this toolkit) and tell us how your apprentices and learners are preparing for the WorldSkills UK Competitions National Finals. Make sure you always include #SkillsShow16

## Brand your competitors

Provide your apprentices and learners with branded t-shirts to wear at The Skills Show and showcase your organisation's involvement.

## Promote your organisation's success in the WorldSkills UK Competitions:

- On your website
- In your corporate literature
- In your advertising campaigns
- On your social media channels
- In branding around your campuses and training facilities

## Encourage your apprentices and learners who have competed to become a WorldSkills UK Champions

By joining this programme, your apprentices and learners will take on the important role of inspiring young people about the world of work showing how a high quality apprenticeship or training programme can lead to a great career.

## Make sure you register your apprentices and learners for WorldSkills UK Competitions in 2017

Registration is open from 1 March until 7 April 2017 at [worldskillsuk.org](http://worldskillsuk.org)

Use WorldSkills UK Pre-Competition activity to prepare your apprentices and learners for competitions ahead of entering them into the competitions. To access the resources please visit [worldskillsuk.org](http://worldskillsuk.org)



# *Communications Resources*



Danny Hoang  
Cooking  
EuroSkills Lille 2014  
Gold and Medallion of Excellence  
WorldSkills São Paulo 2015

# Social Media



**Like the WorldSkills UK and The Skills Show** Facebook Pages and include us in your posts about how you apprentices and learners are preparing to compete at The Skills Show.



**Follow** @WorldSkillsUK and @SkillsShow and make sure you include #SkillsShow16 in your posts.



**Upload photos** of your apprentices and learners in training to Instagram and tag @WorldSkillsUK



**Download the official photographs** from the WorldSkillsTeamUK and The Skills Show flickr sites



**Share and like the videos** at WSUKOfficial and The Skills Show channels on Youtube

# Press Release Templates

## Local **(insert skill)** competing to be crowned the best in the UK

**(Insert name of organisation's) (apprentice / learner)** to take part in WorldSkills UK Competitions at The Skill Show.

**(Insert name, age, home town)** will compete in the WorldSkills UK Competitions National Finals at The Skills Show, the UK's largest skills and careers event for young people.

Taking place from 17 to 19 November at the NEC Birmingham, The Skills Show provides a comprehensive insight into the world of work – and it's totally free to attend.

The WorldSkills UK Competitions, run in over 50 skill areas from construction and engineering through to digital and hospitality accelerate a person's apprenticeship or training programme by enhancing their employability skills.

In addition to watching the UK's top trainees compete in the finals of the WorldSkills UK Competitions, visitors to The Skills Show have the opportunity to try their hand at skills ranging from aeronautical engineering through to graphic design. Independent careers advisers will be available to provide impartial advice and guidance on the routes to take. Also, visitors can find out more about live employment and training vacancies available during 'Sign Up Saturday', which takes place on 19 November.

Dr Neil Bentley, Chief Executive, WorldSkills UK said: "I wish **(insert name)** the best of luck as they prepare to compete at The Skills Show.

"Our research shows that WorldSkills UK Competitions teach young people the employability skills that businesses are crying out for. By devising and managing skills competitions that are based on international standards, we can ensure more young people are being equipped with the right skills to help UK businesses better compete globally."

**(Insert name)** won their place in the National Finals of the WorldSkills UK Competitions after scoring highly in the National Qualifiers of the **(insert name / skill of competition)**, run in partnership with **(insert Competition Organising Partner name)**.

**(Insert quote from competitor)**

**(Insert name)** will spend now until The Skill Show training for the competition supported by **(insert name of organisation and the training that they will be doing)**

**(Insert quote from College / Training Provider / employer)**

Register to attend The Skills Show for free at [worldskillsuk.org](http://worldskillsuk.org)

Ends

Notes to editors:

## About WorldSkills UK

WorldSkills UK is the UK's high performance skills body.

We have a track record of transforming the lives of apprentices through the power of skills competitions nationally and internationally. Our unique approach is proven to accelerate both training programmes and careers.

For more information about WorldSkills UK visit [worldskillsuk.org](http://worldskillsuk.org)

# Press Release Templates

## Local (apprentice / learner) named best (insert skill) in the UK

A (learner / apprentice) (insert skill) from (insert organisation) has won (Gold, Silver, Bronze Medal) in the WorldSkills UK Competitions National Finals at The Skills Show.

(Insert name, age and hometown) won the accolade after beating off strong competition from all over the UK in the Finals at The Skills Show which took place from 17 to 19 November.

(Insert quote form competitor)

The WorldSkills UK Competitions, run in over 50 skill areas from construction and engineering through to digital and hospitality accelerate a person's apprenticeship or training programme by enhancing their employability skills.

(Insert information about previous success of organisation in the WorldSkills UK Competitions)

Dr Neil Bentley, Chief Executive, WorldSkills UK said: "I offer my congratulations to (insert name) on (her / his) success at The Skills Show.

"All of the apprentices and learners who took part in the WorldSkills UK Competitions are truly inspirational. We will work with them to show young people, whatever their background, the training and career opportunities that an apprenticeship or high quality training programme can offer them."

Those who excel in the WorldSkills UK Competitions may be invited to join the training programme to represent the UK at the international WorldSkills Competitions, which takes place every two years in cities around the world.

(Insert quote from organisation)

WorldSkills UK Competitions in 2017 open for entry from 1 March until 7 April. For more information please visit [worldskillsuk.org](http://worldskillsuk.org)

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(Insert the Competition Organising Partner for the relevant WorldSkills UK Competition)

# Contact

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**worldskillsuk.org**

Facebook **WorldSkills UK – Official  
The Skills Show**

Twitter **@WorldSkillsUK**  
**@SkillsShow**

YouTube **wsukofficial**  
**theskillsshow**

Instagram **@WorldSkillsUK**  
**@SkillsShow**

Flickr **worldskillsteamuk**

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