

Skills
Development
Scotland

SCOTTISH APPRENTICESHIP WEEK 2019

SKILLS FOR THE FUTURE

4 - 8 MARCH | APPRENTICESHIPS.SCOT | #SCOTAPPWEEK



SKILLS FOR THE FUTURE

Apprenticeships and work-based learning are providing the skills needed for a successful Scotland.

Scottish Apprenticeship Week highlights the benefits apprenticeships bring to individuals, businesses and the economy.

This year's theme is '**Skills for the Future**', recognising the importance of investing in the workforce.

Co-ordinated by Skills Development Scotland (SDS), the campaign aims to encourage more employers to take on apprentices.

It also celebrates the achievements of individual apprentices and all those who contribute to their success.

Apprenticeship opportunities in Scotland are growing and we want as many young people and employers as possible to benefit.

With activities and events across the country, this is the time to shout about the role you play in supporting apprenticeships and work-based learning.



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GET INVOLVED

We want all those with a shared interest in apprenticeships to back Scottish Apprenticeship Week.

This includes apprentices, businesses, industry, schools, colleges, universities, councils and training providers.

Here are three simple ways you can get involved:

1. Recognise the people who have supported your own work-based learning through our [#HereBecauseOf](#) social media campaign
2. Join [Scotland's Apprentice Network](#)
3. Support [Scotland's Biggest Parents' Evening](#)

There are also lots of other opportunities to support the week, from hosting or attending apprenticeship events, to contacting your local newspaper to share your apprentice success stories.

Download your campaign resources at:
apprenticeships.scot/saw

Shout about your activities

If you're planning your own event or activity, please register the details online so we can help promote what you're doing.

[Click here](#) to register your activity or event.



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#HEREBECAUSEOF

Who are you #HereBecauseOf?

All of us are shaped by the people we work with. Those incredible individuals who take time to share their knowledge and experience to help us grow and develop.

This #ScotAppWeek, we want EVERYONE – not just apprentices, past and present – to thank a colleague, instructor, mentor or boss who has helped them develop their skills and realise their potential.

It can be someone you're working with now, or someone who has helped you in the past.

Even if your career didn't start with an apprenticeship, get involved and thank someone you are **#HereBecauseOf**.



Time to say thanks

Get creative with your own words, pics and films!

- Post on Twitter, Instagram, Facebook or LinkedIn thanking a colleague, instructor, mentor or boss who has supported you using **#HereBecauseOf**
- If you can, post a picture with the person you're **#HereBecauseOf**. If not, take a picture of yourself holding your **#HereBecauseOf** thank you message ([download the template here](#))
- Or why not record a thank you video to share?
- It's nice to be nice – so don't forget to tag the person you're thanking
- You could also nominate a friend or co-worker to thank who they are **#HereBecauseOf** by tagging them too
- Remember to use the **#HereBecauseOf** and **#ScotAppWeek** hashtags

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#BIGPARENTSEVE

Scotland's Biggest Parents' Evening

On the third day of **#ScotAppWeek** - Wednesday 6 March 2019 - Developing the Young Workforce (DYW) groups across Scotland are inviting parents and carers to discover the benefits of apprenticeships by attending **Scotland's Biggest Parents' Evening**.

Developed in collaboration with Skills Development Scotland, these events will see all 21 DYW regional groups partner with local employers to showcase apprenticeship and career opportunities locally.

You can get involved and support these events by downloading the **[#BigParentsEve Employer Toolkit](#)**.



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SOCIAL MEDIA

More ways to show your social media support

However you choose to get involved, remember to include **#ScotAppWeek** and **apprenticeships.scot/saw** in your posts to direct others to the campaign webpage.

Example Tweets and posts:

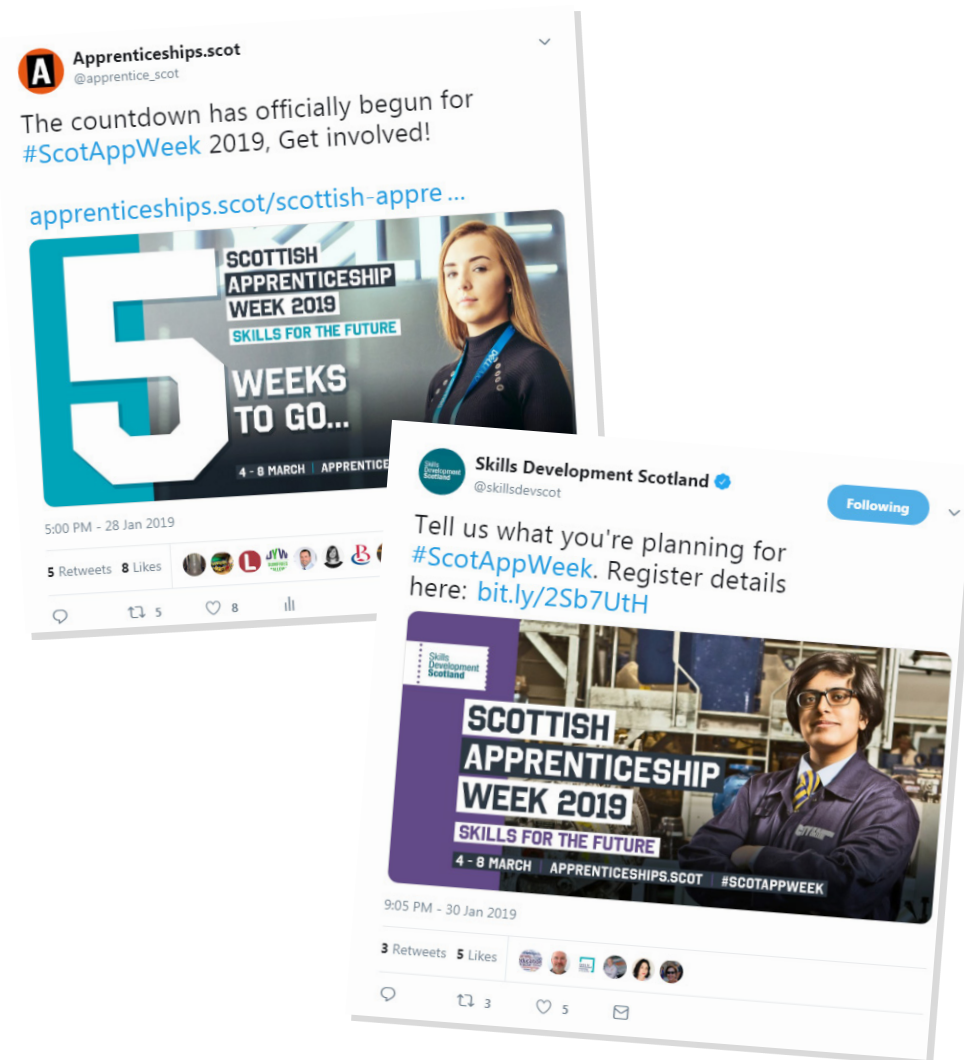
We're supporting **#ScotAppWeek** on 4-8 March.
Find out more: apprenticeships.scot/saw

Find out how **#apprenticeships** are delivering Skills for the Future – check out apprenticeships.scot/saw
#ScotAppWeek

Looking forward to **#ScotAppWeek** to promote benefits **#apprenticeships** bring to young people, business and economy. apprenticeships.scot/saw

#ScotAppWeek is coming 4-8 March – discover what's happening in your area at apprenticeships.scot/saw

#ScotAppWeek is here & we're celebrating how **#Apprenticeships** are helping discover the next generation of talent. apprenticeships.scot/saw



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FIND OUT MORE

[Click here](#) to register your #ScotAppWeek event

[Click here](#) to access all your #ScotAppWeek resources



apprenticeships.scot



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[@apprentice_scot](https://twitter.com/apprentice_scot)



[apprenticeships.scot](https://facebook.com/apprenticeships.scot)



[Skills Development Scotland](https://www.skillsdevelopment.scot)



[apprenticeships.scot](https://instagram.com/apprenticeships.scot)



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