

# European Vocational Skills Week 2018

## GUIDELINES TO ORGANISING YOUR OWN EVENT OR ACTIVITY



### WHAT IS THE EUROPEAN VOCATIONAL SKILLS WEEK?

The European Vocational Skills Week is a European Commission initiative aimed to make vocational education and training (VET) for quality skills and jobs more attractive. It includes events 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 first and second European Vocational Skills Week, we encourage events or activities for this year to be held **between 1 September and 31 December 2018**.

The Week culminates in activities from 5-9 November 2018.

This time the European level events will take place in Vienna, Austria (5-9 November 2018). It will

included a conference organised by Cedefop, a celebration of the 5th anniversary of the European Alliance for Apprenticeships, a foresight forum with the OECD, an awards dinner, a colourful closing event – and much more!

But the most important part of the European Vocational Skills Week will be events and activities organised by you at European, national, regional or local levels. You can bring stakeholders together in your own country or join up with stakeholders from other countries. Building on the huge effort many of you made in the previous years, we invite you to register your event through an electronic [registration tool](#) on the Commission's webpage for the 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 on social media, websites, in publications, in videos and in other forums.

## WHO CAN TAKE PART?

The European Vocational Skills 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 (EU agency) in their partner countries are also eligible.

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

- vocational learners (young people and adults);
- teachers;
- trainers;
- career counsellors or researchers;
- representatives of:
  - a VET provider;
  - a youth or adult learning organisations;
  - a small or medium-size enterprise;
  - a large company;
  - an employment service;
  - a parents' association;
  - a local/ regional/national authority;
  - a think tank;
  - a trade union;
  - a civil society organisation;
  - a chamber of commerce or industry;
  - a social partner or other associated group with an interest in VET.

## 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 connect and 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;

- receive more exposure and interest in the work that you do in VET;
- have your events promoted and their visibility enhanced on the web-based map on the European Commission's webpage.

## WHY VET?

### Why promote VET?

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

Young people, their parents, 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 of the European Vocational Skills Week in 2018?

- Every single person is talented, with some talents obvious and some still hidden;
- VET is a smart choice, can be fun, and leads to excellence in education and training, 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;
- VET is a desirable option for people of all ages, and prepares people for jobs all over the world;
- Learning throughout life is essential for employability and personal development;
- Quality training develops the creative and innovative potential of learners;
- Upskilling and reskilling throughout life improves job opportunities and integration in society;
- Lifelong learning enhances social inclusion, diversity and active citizenship.

### What are the sub-themes of the European Vocational Skills Week in 2018?

In 2018 our emphasis is forward-looking, reflecting upcoming discussions at EU level on the future of VET, and on the EU's budget for the medium-term. We will look at the vital role of continuing digitalisation, the emergence of non-formal and informal learning as a relevant benchmark, how individuals can be empowered for customised learning, the importance of training the teachers and trainers wisely, and VET and internationalisation... So much to look forward to discussing!

### HOW CAN YOU CONTRIBUTE?

There are many events or activities that can help raise the profile and enhance the appeal of your VET initiatives. It's important to reach stakeholders that are not yet convinced by the opportunities that VET offers and promotional events like these below could allow you to do that:

- 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;
- Employers' days targeted at SMEs to increase awareness about upskilling and reskilling of employed and unemployed people
- 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 (young people or adults) to show why they enjoy their vocational training or what they gained from graduating in VET (don't forget to use social media: e.g. Facebook, Instagram or Snapchat);
- Organise targeted media campaigns involving role models among young people and successful VET graduates;
- Develop a communication strategy for your organisation to raise the profile of VET – including employment opportunities – among key decision-makers, such as governments and large companies;
- Designate ambassadors/role models to share their successes with vocational training and with their career (e.g. engineers, top chefs, IT specialists, gardeners, graphic designers, chocolate makers, singers/actors, sports people, fashion designers, skills competition winners);
- Carry out online and social media activities: websites, Twitter, YouTube, Facebook, Instagram, Snapchat, blogs (e.g. initiate a social media conversation or event with VET experts online);
- For all your events or activities, make use of your existing networks and build new partnerships with key stakeholders, such as those mentioned above in 'Who can take part?';
- 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 the messages included in the 'Why VET?' section above.

## 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. This may determine the scope of your activities. For instance, would it be a local, regional or national event? Do you need a co-sponsor?
- 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: <https://ec.europa.eu/eusurvey/runner/register-your-VocationalSkillsWeek2018>

All events or activities registered through the electronic tool on the Commission's website will be screened to ensure all necessary information is available and that your activity corresponds with the aims of European Vocational Skills 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 will be included on the map, you'll also receive a communication kit that you can use for your event or activity, together with guidance material.

You can align your advertising and promotional materials with the unique visual style and slogan of the European Vocational Skills Week — Discover your Talent!

You should promote your event or activity 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 (e.g. videos, photos, stories, testimonials) by using the hashtag #EUVocationalSkills and alerting/tagging DG Employment social media accounts (@EU\_social and @EuropeanYouthEU on Twitter, and Social Europe and European Youth on Facebook). If you have a good story, or example, you might also get the chance to have it highlighted during the closing event of the Week on 9 November 2018.

After the Week ends, you'll be contacted to provide feedback on the outcomes of your events or activities, as well as suggestions for future similar Weeks.

