

APPRENTICESHIP BRANDING

CONFERENCE

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TUESDAY 11TH JUNE 2024
MILLENNIUM POINT, BIRMINGHAM

apprenticeshipbranding.co.uk

AMPLIFY

Through Engagement, Employment and Enrichment

Media Pack 2024

YOUR BRAND



Introduction

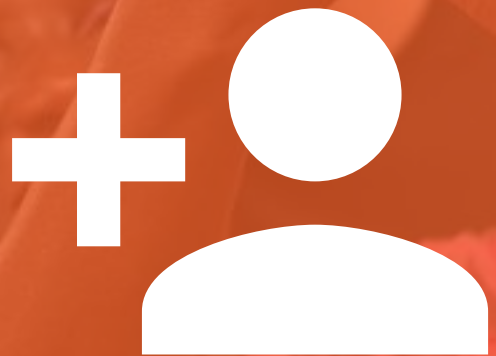
Amplify your brand through...
Engagement, Employment and Enrichment

The Apprenticeship Branding Conference is a dynamic industry event in partnership with the Multicultural Apprenticeship Alliance and ThinkFest that explores innovative strategies for promoting and enhancing apprenticeship programmes. Renowned expert leaders and professionals will attend and present on effective company and personal branding, recruitment, attraction, engagement and development techniques, collaboration and empowering organisations to attract and retain the best talent in the competitive world of apprenticeships.



Engagement

How to effectively engage with different communities, maximising your company brand to attract the widest pool of apprentices. Widening participation and equity in apprenticeships.



Employment

How to develop and use your employer brand in apprenticeship Attraction, Engagement, Progression, Retention and Social Mobility. Improve recruitment processes to employ and retain the best apprenticeship talent.



Enrichment

Enrichment in the apprenticeship experience involving tailored programmes, skills development, effective mentorship, enhanced learning, participant models, experience and holistic growth for apprentices to improve retention and social mobility.

A large crowd of people, mostly young adults, is gathered in a brightly lit indoor space, likely a career fair or open day. The scene is filled with people walking, talking, and looking at various displays. In the background, there are banners and signs, some of which are partially visible, such as "Learn PLUS US" and "THIS IS YOUR FUTURE". The entire image is overlaid with a semi-transparent purple filter. The word "Engagement" is written in large, white, sans-serif font in the upper left quadrant.

Engagement

How to effectively engage with different communities, maximising your company brand to attract the widest pool of apprentices. Widening participation and equity in apprenticeships.

Boosting employee engagement is key to enhancing branding. Engaged employees often become brand ambassadors, positively impacting the company's reputation. Their enthusiasm and commitment can improve work quality and a more positive workplace atmosphere, strengthening your brand.

In today's social media-driven world, employees' opinions about their workplace can significantly influence public perception. Employers should strive to create an environment where employees feel valued and proud, thus reinforcing the company's brand. Learn about how building and working with an effective 'Community' can enhance engagement and retention of top talent.

Employment

How to develop and use your employer brand in apprenticeship Attraction, Engagement, Progression, Retention and Social Mobility. Improve recruitment processes to employ and retain the best apprenticeship talent.

Building a strong employer brand is essential for attracting, engaging, and retaining the best apprenticeship talent, as well as fostering social mobility.

- **Attraction:** Promote your unique company culture and growth opportunities to attract the best talent.
- **Engagement and Progression:** On board apprentices effectively and align their roles with the company's vision and values.
- **Retain Talent:** Maintain a positive work environment and recognise achievements impacting recruitment and improving bottom line.
- **Social Mobility and Recruitment:** Emphasise diversity and inclusion in branding, promoting sustained employment and equity of opportunities.



Enrichment

Enrichment in the apprenticeship experience involving tailored, skills development, effective mentorship, enhanced learning, participant models, experience and holistic growth for apprentices to improve retention and social mobility.

Enriching the apprenticeship experience is crucial for improving retention and promoting social mobility.

- **Skills Development:** Personalised training to meet the unique needs of each apprentice, focusing on both job-specific skills and broader professional competencies.
- **Mentorship:** Strong mentorship programme, providing career guidance, personal development, and skill training.
- **Learning Opportunities:** Variety of learning experiences, including workshops, online courses, and hands-on projects, to broaden the apprentices' skill sets.
- **Apprentice-Centric Approach:** Responsive to the apprentices' feedback and interests, ensuring their active participation in the learning process.
- **Experiential Learning:** Emphasise real-world application of skills through practical projects and scenarios.

A large crowd of people is gathered in a modern, brightly lit hall, likely at a conference or exhibition. The scene is filled with people of various ages and backgrounds, some standing in groups, others walking. In the background, there are large escalators and various exhibition booths with banners. The entire image is overlaid with a semi-transparent purple filter. The text 'Attendee Profile' is prominently displayed in white on the right side of the image.

Attendee Profile

The event is aimed at senior leaders from the FE and HE sector as well as HR, Early Careers and Skills Development professionals from corporate organisations and SMEs. We will be marketing the event across our vast network of professionals from various sectors and industry disciplines. Our key aim is to promote apprenticeships, increase the number of apprenticeship opportunities and widen participation, destination and outcomes of apprenticeships.

250 +

Conference Guests

30 +

Speakers and Panellists

Sponsorship Benefits

Amplify your brand by sponsoring our event, showcasing your commitment to promote and improve apprenticeships. Connect with influential sector leaders and key stakeholders, enhancing your visibility and reputation.

- Platform to present your organisation
- Enhanced visibility and exposure to a diverse and engaged audience
- Improved brand reputation through alignment with social responsibility and inclusivity
- Networking opportunities with influential leaders, professionals, and key stakeholders
- Demonstrated commitment to equity and diversity, attracting and retaining top talent and boosting employee morale
- Platform for showcasing dedication to equality, developing partnerships, and increasing brand recognition
- Dependent on sponsorship package



Headline Sponsorship £10,000 + VAT

- Conference in partnership with your brand.
- Logo and Branding on all pre and post marketing activity.
- Logo and Branding on all screen content throughout the conference.
- 5 minutes introduction speech to audience at the conference.
- 30 minute sponsored session.
- Premium exhibition stand.
- 20 Free tickets to the conference for staff, stakeholders or customers.



Supporting Sponsorship

£5,000 + VAT

- Conference sponsored by your brand.
- Logo and Branding on pre and post marketing activity.
- Logo and Branding on screens throughout the conference.
- Exhibition stand at the Expo.
- 10 Free tickets to the conference for staff, stakeholders or customers.



Other Packages

PREMIUM EXPO STAND PACKAGE – £1,500 + VAT

- Trestle Table stand at the Expo.
- 5 Free Tickets to attend Conference.
- Advert in Conference & Expo Brochure.

STANDARD EXPO STAND PACKAGE – £1,000 + VAT

- Trestle Table stand at the Expo.
- 3 Free Tickets to attend Conference.

CONFERENCE TICKETS ONLY

- Individual Tickets – £150 + VAT
- Group Booking 5 Tickets – £600 + VAT

Event Details

Tuesday 11th June 2024
Millennium Point, Birmingham

Proposed Schedule

- 09:00 – Registration and Networking
- 10:00 – Introduction
- 10:30 – Panel Discussion: Who, What, Why? – The Apprentice Panel
- 11:30 – Break
- 11:45 – Panel Discussion: Engage, Hire, Inspire – Employer
- 12:45 – Lunch
- 13:30 – Panel Discussion: How to work with your learning provider & EPAO
- 14:15 – Break
- 14:30 – Breakout sessions – One for Employers / one for Learning providers
- 15:30 – Break
- 15:45 – Panel Discussion: What does good look like?
- 16:30 – Closing Address
- 17:00 – Multicultural Apprenticeship Awards 2024 Shortlist Announcement
- 17:30 – Multicultural Apprentice Network Meet Up
- 18:30 – Closing

Meet the Team



Safaraz Ali
Founder



Kasim Choudhry
Event Director



Jagdeep Soor
Executive Director



Cathy Kubiak
Event Organiser



Michelle Hogg
Event Organiser



Ayesha Ali
Event Administrator



Martin Chandler
Chief Engagement
and Enrichment Officer



Brad Edwards
Director of Media
and Communication



Luke Markham
Digital Engagement
Assistant

Event Organised by: **THiNKFEST™** in partnership with **MULTICULTURAL APPRENTICESHIP ALLIANCE**

Creating impactful and engaging events that promote and celebrate talent, apprenticeships, learning, development, diversity, inclusion, and social mobility.



Everything starts with a conversation...

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