

**APPRENTICESHIP
BRANDING**

C O N F E R E N C E

Powered by Pathway Group

**TUESDAY 19TH
MAY 2026**

INC **CLUDE**

Building and Empowering Brands that Connect

apprenticeshipbranding.co.uk

Introduction

Building and Empowering Brands that Connect

The Apprenticeship Branding Conference – Include is a dynamic leading industry event, in partnership with the Multicultural Apprenticeship & Skills Alliance and ThinkFest, where we explore innovative strategies for apprenticeships, focused on building and empowering engaging brands that connect and elevate.

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.

Building

Creating a strong company brand relies on effective engagement with diverse communities, ensuring a broader reach and appeal to a wider talent pool. Focusing on widening participation and promoting equity within apprenticeship programs enhances your brand's inclusivity, making it more attractive to underrepresented groups.

Building employee engagement is key to elevating your company's brand. Engaged employees naturally become brand ambassadors, enhancing your company's reputation with their enthusiasm and commitment. This boosts work quality and creates a positive workplace environment, which strengthens the brand image and employee satisfaction.

In today's social media-driven world, employee voices significantly impact public perception. Through building a workplace where employees feel valued and proud, employers can reinforce their brand identity. Discover how building and cultivating a strong 'Community' can further deepen engagement and retain top talent.

Empowering

Empowering a strong employer brand is crucial for attracting, engaging, and retaining top apprenticeship talent while fostering social mobility.

- **Attraction:** Highlight your unique company culture and growth opportunities to empower the attraction of the best talent.
- **Engagement and Progression:** Empower apprentices by effectively onboarding them and aligning their roles with your company's vision and values.
- **Retention:** Cultivate a positive work environment and recognise achievements, empowering talent retention and boosting recruitment outcomes.
- **Social Mobility and Recruitment:** Prioritise diversity and inclusion in your branding, empowering sustained employment and ensuring equitable opportunities for all.

Connecting

Connecting a strong brand with an enriched apprenticeship experience involves creating tailored programmes, incorporating skills development, offering effective mentorship, and providing enhanced learning opportunities.

Focusing on participant-centred models and supporting holistic growth, organizations can build an environment that connects apprentices to both personal and professional development. This approach improves progression and retention rates and promotes social mobility, helping apprentices thrive.

Embedding employee engagement with brand building is essential for elevating your company's reputation. Engaged employees naturally become brand ambassadors, driving enthusiasm and commitment, which enhances work quality and strengthens a positive workplace culture. This, in turn, reinforces your brand image.

In today's social media-driven landscape, employee voices are powerful in shaping public perception. Connecting employees to a workplace where they feel valued and proud, employers can strengthen their brand identity. Discover how cultivating a strong 'Community' can further connect engagement efforts and help retain top talent.

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.

300 +

Conference Guests

30 +

Speakers and Panellists

Sponsorship Benefits

Engage 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 equity, developing partnerships, and increasing brand recognition
- Dependent on sponsorship package



Headline Sponsorship £15,000 + 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

£8,000 + VAT

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



Apprentice Meet Up Sponsorship £5,000 + VAT

- Conference sponsored by your brand.
- Sponsored Post Conference Apprentice Meet Up.
- Sponsored organisation Introduction Session.
- 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.
- Announcement of the Multicultural Apprenticeship Awards Shortlist

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 BROCHURE ADVERT – £300 + VAT

- Advert in Conference & Expo Brochure.
- 1 Free Ticket to attend Conference.

CONFERENCE TICKETS ONLY

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

Previous Sponsors & Exhibitors



Organisation in attendance

5% Club	BPP	DfE	IBM
Acacia Training	Bright Minds Consulting	DWP	IEP
Access Skills	British Army	Edge	IES
AELP	Bromford	EmpowerAbility	IfATE
Amazon	Career Mums	Equans	Jobs 22
Ander Scott	Careermap	ERSA	Juniper Training
Apprentice Conference	Carers Trust	FA	Kaplan
Ascentis	Cidori	FDQ	Kidderminster College
Association Of Apprentices	Clear Links	Future Leaders UK	Ladder Foundation
Bakare & Barley	Coach Core	Genius Within	Learning Curve Group
BAM Group	Coca Cola	GM Provider Network	Lloyds Banking Group
Barclays	CogniSoft	HIT Training	LWI
Bentley	Coventry City Council	HKF	Marvelous Manufacturing
Better Health Gen	Creative Alliance	HS2	MMU
Birmingham City Council	CYFERD	HSBC	Moulton College

Organisation in attendance

NCFE

NHS

NIYA

NOCN

North Warwickshire and

South Leicestershire College

Not Going To Uni

ORGANISATION

Outer Circle

Pertemps

Protean

PTP Training

Quality Professional Awards

RMF Training

Sandwell College

Severn Trent

Skills and Education

Group

Skinghts

Solihull College and

University Centre

South and City College

Birmingham

Swift CC

Total Training Provisions

UCAS

UEL

Umbrella Training

UVAC

Vet Skill

WMCA

Wolverhampton

University

WorldSkills

YEUK

YFF

Yorkshire Provider

Network

Youth Futures

Foundation

Zeal Consultancy

Previous Sponsors & Exhibitors



Highlights from Previous Apprenticeship Branding Conferences

"With British Airways as headline sponsor of the Multicultural Apprenticeship Conference – Amplify, we reaffirm our commitment to diversity, representation, and growing apprenticeship programmes that inspire the next generation of talent while breaking down barriers."

Ricky Leaves

Manager, Emerging Talent, Development & Delivery at British Airways

"Last year's Apprenticeship Branding Conference offered valuable face-to-face networking and expert insight, with a shared passion across the sector for strengthening apprenticeships and shaping the future of skills."

Kirsty Adams

People Director Talent, Leadership, Learning & Inclusion at Compass Group UK&I

"A valuable event that combined meaningful face-to-face networking with expert insight, reflecting a shared commitment across the sector to strengthening apprenticeships and shaping the future of skills."

Simon Ashworth

Director of Policy & Deputy Chief Executive at the Association of Employment and Learning Providers

"Led the way in making sure the apprentice voice is front and centre. Having the apprentice panel share their experiences and insight was so impactful and will undoubtedly have helped attendees to understand how best they can support current and future apprentices for the benefit of all."

Emily Rock

CEO at Association of Apprenticeships

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CEO at Association of Apprenticeships

AMPLIFY Last Year's Highlights

YOUR BRAND

Highlights from the Apprenticeship
Branding Conference

280

Conference Guests

30

Apprenticeship leading
experts

19

Exhibitors

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What People Loved!

Game Changer **Diverse** **Articulated** **Progressive**
Exciting **Lucrative** **Enthralling** **Networking**
Educational **Informative**
Engaging **Enthusiastic** **Relevant** **Interesting**
Enjoyable
Practical **Insightful** **Informative**
Fresh **Interactive** **Inspirational** **Outstanding**
Thought Provoking



Headline Sponsor

BRITISH AIRWAYS

With British Airways being the headline sponsor for the Multicultural Apprenticeship Conference – Amplify shows our continued commitment to diversity and representation across our Emerging Talent schemes.

We are committed to continuing to grow our apprenticeship programmes to inspire the next generation of talent, breaking down barriers every step of the way.

Ricky Leaves

Manager, Emerging Talent, Development & Delivery at British Airways

Last year's inaugural Apprenticeship Branding Conference was a great event with the opportunity to network with like-minded peers from across the sector.

Nothing quite beats that true face-to-face interaction and engagement.

At the same time the conference enabled the audience to both hear and interact with sector experts who gave their views on how the skills sector needs to evolve ahead of the general election and widely anticipated change of government.

As ever the shared passion and enthusiasm for making apprenticeships even better shone through throughout the whole event.

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People Director Talent, Leadership, Learning & Inclusion at Compass Group UK&I



Supporting Sponsor





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Emily Rock

CEO at Association of Apprenticeships



"A remarkable showcase of collaboration and innovation in the apprenticeship landscape.

Coupled with motivating keynote speakers, the event underscored the importance of nurturing talent from all backgrounds and demonstrated how a collective commitment to apprenticeships can drive meaningful change across industries."

Kieren Buxton

Partnership Manager at TrAC & Co-Chair for the East of England Apprenticeships Ambassador Network



The Apprenticeship Brand Conference – Amplify, was an incredible success!

Unlike many conferences that exclude apprentices' voices, Amplify stood out by putting our perspectives front and centre.

I felt genuinely heard and valued.

This conference had something for everyone, and I'm already looking forward to seeing what next year brings!

Santina Bunting

Level 6 Degree Apprentice at Arup

Event Details

Proposed Schedule

- 09:00 – Registration and Networking
- 10:00 – Introduction
- 10:30 – Panel Discussion
- 11:30 – Break
- 11:45 – Panel Discussion
- 12:45 – Lunch
- 13:30 – Panel Discussion
- 14:15 – Break
- 14:30 – Celebrity Keynote Speaker
- 15:30 – Break
- 15:45 – Panel Discussion
- 16:30 – Closing Address
- 17:00 – Post Conference Apprentice Meet Up
- 18:30 – Closing

Meet the Team



Safaraz Ali
Founder



Kasim Choudhry
Event Director



Suneal Ram Kissun
Community
Engagement



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: **THiNKFESTTM** in partnership with

**MULTICULTURAL
APPRENTICESHIP & SKILLS**

A L L I A N C E

Powered by Pathway Group

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

**MULTICULTURAL
APPRENTICESHIP & SKILLS**
A L L I A N C E
Powered by Pathway Group

**MULTICULTURAL
APPRENTICE
NETWORK**
Powered by Pathway Group

**APPRENTICESHIP
BRANDING
CONFERENCE**
Powered by Pathway Group

 **MULTICULTURAL
APPRENTICESHIP
AWARDS**
a Pathway Group initiative

Everything starts with a conversation...

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- 0121 708 0731

 **FESTIVAL OF
APPRENTICESHIPS**
Powered by Pathway Group

 **THE BUSINESS
BOOK AWARDS**
in Partnership with Pathway Group

APPRENTICESHIP BRANDING

C O N F E R E N C E

Powered by Pathway Group

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