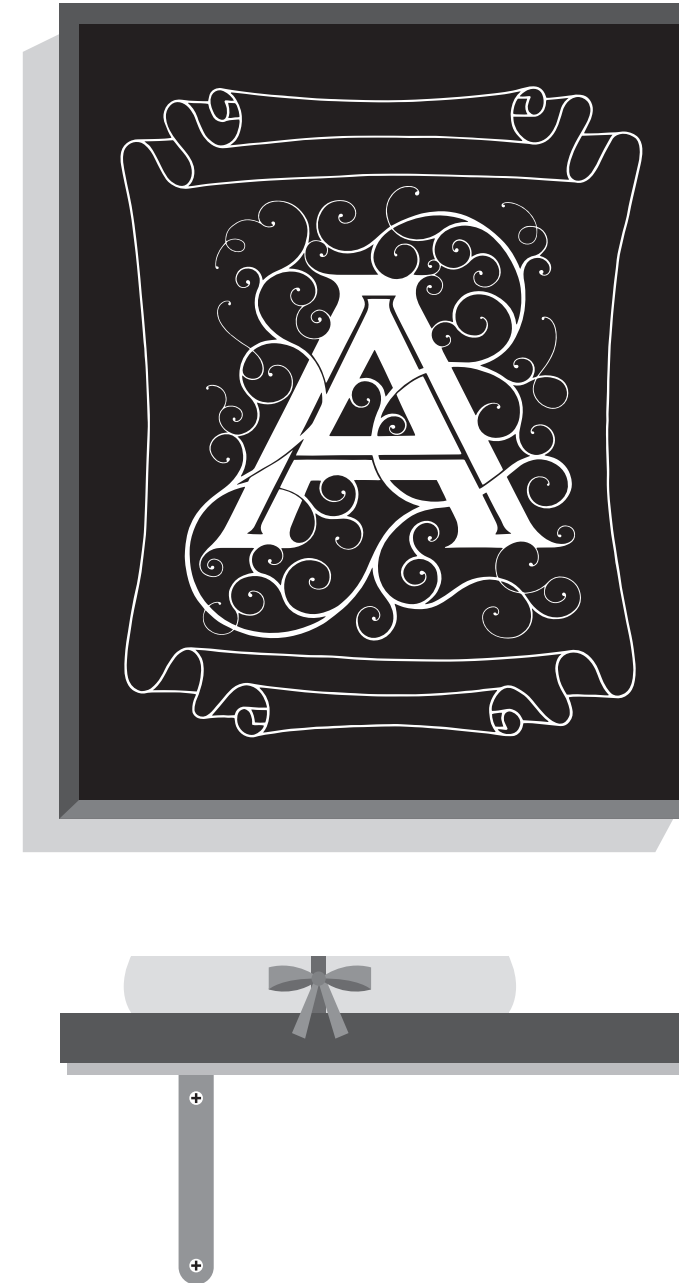
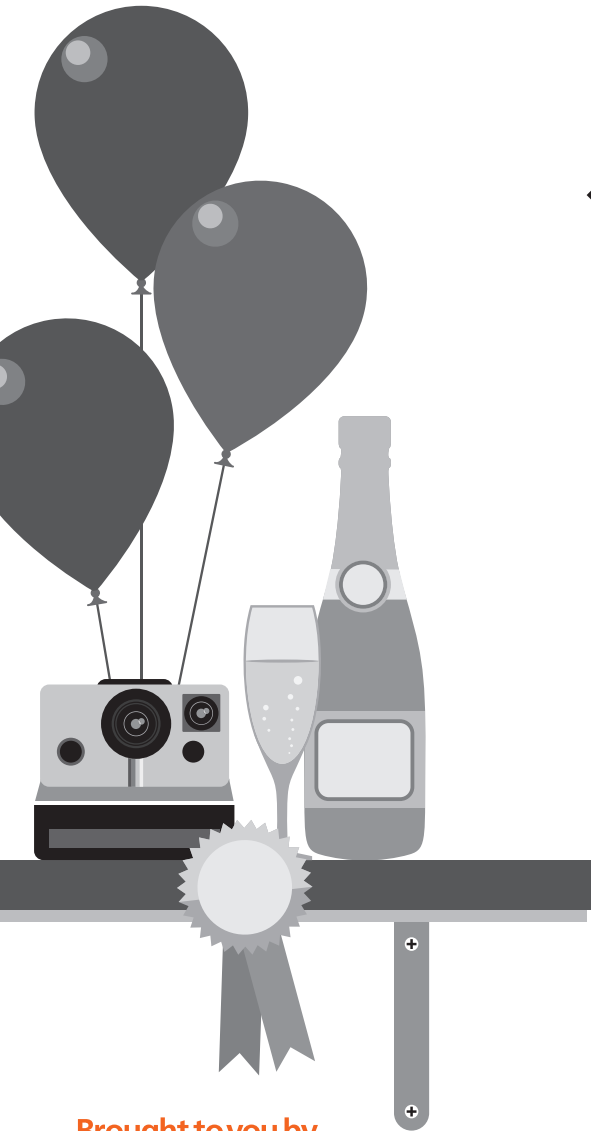


Apprenticeship Graduation Ceremonies Toolkit



Brought to you by
National
Apprenticeship
Service

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Section 1 — Introduction



Apprenticeship Graduation Ceremonies

Introduction

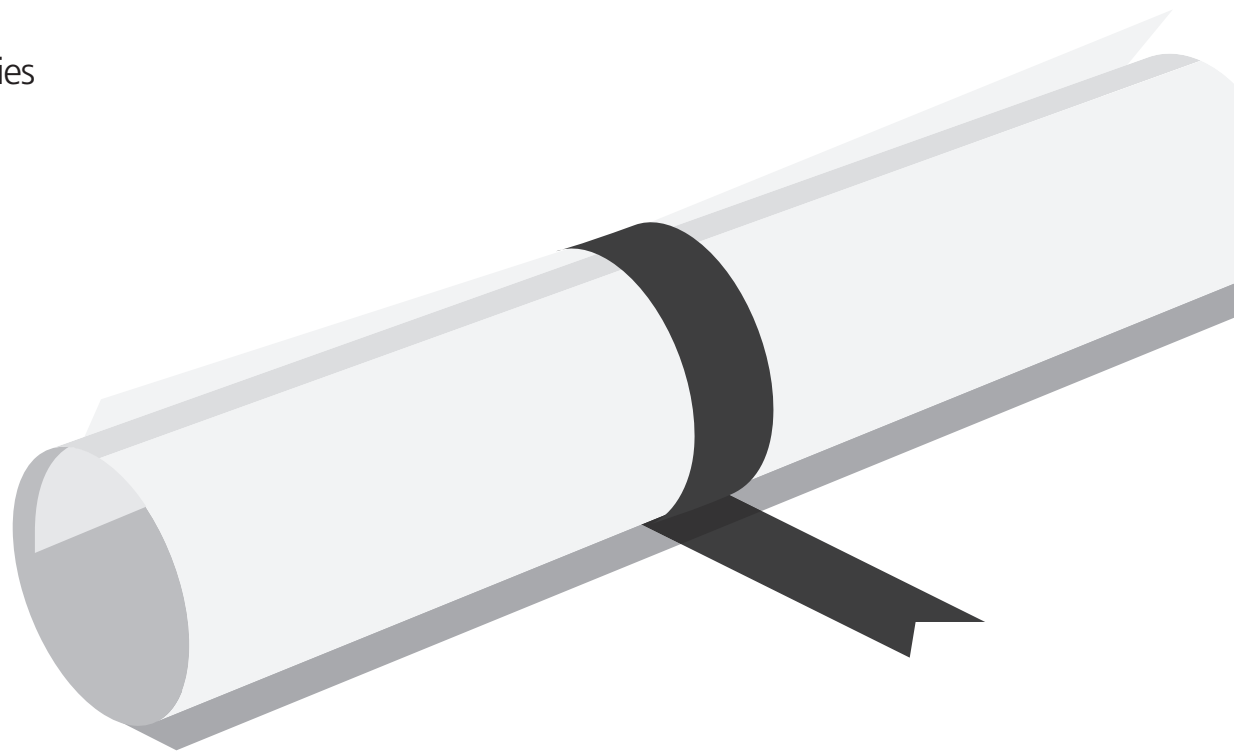
1.1

Apprenticeships
Graduation Ceremonies
Introduction

This toolkit is designed to provide information and advice on all aspects of planning, delivering and promoting your Apprenticeship Graduation Ceremony.

The National Apprenticeship Service is keen that, where possible, there is consistency across each of these celebratory events so that the apprentices involved, as well as their family members and employers, are aware that they are part of a wider celebration taking place across England.

If you have any further queries about any aspect of the Ceremonies after reading through the toolkit, please contact us. Full contact details are on the final page.



Introduction

Background to the Apprenticeship Graduation Ceremonies

Apprenticeship Graduation Ceremonies are a celebration to recognise and reward the success of apprentices, across England. Focusing on Advanced and Higher apprentices, the Ceremonies highlight the quality of Apprenticeships as well as the progression opportunities available to former apprentices.

The Ceremonies also provide a real opportunity to engage the wider community, creating a feeling of pride among the apprentice's family and friends, as well as reaching out to new audiences. We hope that these Graduation Ceremonies will help engage employers and young people who may not have considered an Apprenticeship in the past, highlighting their quality and value.

Graduation Ceremonies were first piloted with two events in York (November 2012) and Nottingham (January 2013) and followed-up in 2013–14 with trailblazer events around England ahead of the national roll out in 2014–15.



Apprenticeship Graduation Ceremonies are a celebration to recognise and reward the success of apprentices, across England. Focusing on Advanced and Higher apprentices, the Ceremonies highlight the quality of Apprenticeships as well as the progression opportunities available to former apprentices.

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Introduction

What are the objectives of the Graduation Ceremonies?

The aims and objectives of the Apprenticeship Graduation Ceremonies are to:

- Engage with the unengaged – both employers who do not currently employ apprentices, potential apprentices and their influencers.
- Increase parity of esteem – to raise the profile of apprentices in comparison to alternative academic pathways.
- Gain effective media coverage, to highlight the success of apprentices and employers, as well as engage with the unengaged.
- Event longevity – work in partnerships and consortiums across the sector to ensure these ceremonies repeat and improve in future years without the grant.
- Link up with business awards and/or other locally recognised activities, regional skills competitions, etc.



Introduction

Who's who?



1.4

Apprenticeships Graduation Ceremonies Introduction

The Skills Funding Agency

The Skills Funding Agency is a partner organisation of the Department for Business, Innovation and Skills (BIS). Its job is to fund and promote adult further education (FE) and skills training in England, including Traineeships and Apprenticeships, in a way which supports economic growth. The Agency delivers £4.1 billion of skills training through contracts with over 1,000 colleges, private training organisations and employers, with a highly effective supply chain that means FE meets local need in the most cost-effective way.

Within the Skills Funding Agency, there are two customer-facing services: the National Apprenticeship Service, which is responsible for increasing the number of Traineeship and Apprenticeship opportunities, and the National Careers Service, which provides impartial careers information, advice and guidance online, by telephone or face-to-face. The Skills Funding Agency also hosts the Information Authority, an independent body that acts on behalf of organisations involved in further education and training in England, setting data standards and governing data collection.

The National Apprenticeship Service

The National Apprenticeship Service supports, funds and co-ordinates the delivery of Apprenticeships and Traineeships throughout England.

We are responsible for increasing the number of Apprenticeship and Traineeship opportunities and providing a dedicated, responsive service for both employers and learners. This includes simplifying the process of recruiting an apprentice or trainee through Apprenticeship vacancies, an online system where employers can advertise their vacancies and potential apprentices or trainees can apply.



Skills Funding
Agency

Transforming
lives **National
Apprenticeship
Service**

Introduction

What is an Apprenticeship?

An Apprenticeship is a way for young people and adult learners to earn while they learn in a **real job**, gaining a **real qualification** and a **real future**.

Hiring apprentices helps businesses to grow their own talent by developing a motivated, skilled and qualified workforce.

Apprenticeships deliver for a whole range of industries, from construction to manufacturing through to IT and the creative and digital sector.

Apprenticeships increase business productivity while providing high quality training for young people and adult learners, making former apprentices more employable than those with other qualifications.

That is why we are committed to making Apprenticeships the new norm for ambitious young people.

There has never been a better time to employ an apprentice, or start an Apprenticeship.



**LIVE
AND
LEARN**

Introduction Traineeships

Traineeships prepare young people for their future careers by helping them to become 'work ready'.

Traineeships provide the essential work preparation training; maths and English and work experience needed to get an Apprenticeship or other job.

Developed in response to business needs, Traineeships ensure employers have the talented workforce required for business success.

Traineeships are a stepping stone to future success for young people, businesses and the wider economy.

**Visit [apprenticeships.org.uk](https://www.apprenticeships.org.uk)
or call 08000 150 600 to find out more.**



**Section 2 —
Key messages**



Key messages

Messaging for consumers

The below messages should be used when communicating with parents, apprentices, employers and the general public.

Apprenticeships deliver... Graduation Ceremonies celebrate

Graduation Ceremonies celebrate and reward the success of apprentices

- For Advanced and Higher apprentices, the Ceremonies highlight the quality of Apprenticeships.
- Higher Apprenticeships are available at a range of levels, from the equivalent of a foundation degree to bachelor's degree and even master's degree level in some sectors. More of these **specialised and highly skilled Apprenticeships** are being offered each year, giving individuals the chance to continue their professional development and fully realise their potential.

Apprenticeships are increasingly being seen on a par with a university route to success

- Higher Apprenticeships offer an additional route to traditional university study, allowing individuals to begin progressing along a career path from day one, gaining professional skills, status and accreditation as they go.
- Completing a Level 4 Higher Apprenticeship could result in increased lifetime earnings of more than £150,000, similar to the returns from completing a degree [7].
- Employers think that qualified apprentices are 15% more employable than those with other qualifications – and Higher apprentices are the most employable of all young people [1].
- After finishing, the majority of apprentices (86%) will stay in employment, with two-thirds (67%) staying with the same employer [2].

APPRENTICESHIPS

2.1

Apprenticeships Graduation Ceremonies Key messages

Sources

- [1] ICM Employers Research, 2013 - <http://www.apprenticeships.org.uk/news-media/latest-news/article353.aspx>
- [2] Evaluation of Apprenticeships for Learners, BIS and DFE, August 2013
- [3] Productivity Matters, Centre for Economic and Business Research, 2013
- [4] Evaluation of Apprenticeships for Employers, BIS and DFE, May 2012 (A change in methodology means comparable figures are not available for 2013)
- [5] ICM Research for National Apprenticeship Service, August 2013 <http://www.apprenticeships.org.uk/news-media/latest-news/article353.aspx>
- [6] <http://www.apprenticeships.org.uk/news-media/latest-news/article393.aspx>
- [7] University education: Is this the best route into employment?, AAT and Cebr, February 2013, p13
- [8] NAS Quality Statement <http://www.apprenticeships.org.uk/News-Media/Latest-News/Article152.aspx>

For more information look at the fast facts on [apprenticeships.org.uk](http://www.apprenticeships.org.uk)

Key messages

Messaging for consumers

2.2

Apprenticeships Graduation Ceremonies Key messages

Sources

- [1] ICM Employers Research, 2013 - <http://www.apprenticeships.org.uk/news-media/latest-news/article353.aspx>
- [2] Evaluation of Apprenticeships for Learners, BIS and DFE, August 2013
- [3] Productivity Matters, Centre for Economic and Business Research, 2013
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Graduation Ceremonies celebrate apprentices and raise awareness of what apprentices achieve

- Apprenticeships are boosting productivity by enabling businesses to grow their skills base. The average person finishing an Apprenticeship increases business productivity by £214 per week, with these gains including increased profits, lower prices and better products [3].
- One in five (19%) businesses in England have former apprentices in senior management (Board Director level) positions [6].

Graduation Ceremonies celebrate the commitment of employers to Apprenticeships.

- Nearly every employer that takes on an apprentice (96%) reports benefits to their business [4].

Graduation Ceremonies celebrate the contribution of apprentices to the future

- Young people are increasingly making Apprenticeships their first choice with 54% of young people stating that they would like to do an Apprenticeship if one was available [5].
- Apprenticeships are forecasted to contribute £3.4bn to the economy by 2022 [2].

What is an Apprenticeship?

An Apprenticeship is a way for young people and adult learners to earn while they learn in a real job, gaining a real qualification and a real future.

Hiring apprentices helps businesses to grow their own talent by developing a motivated, skilled and qualified workforce.

Why are Apprenticeships important?

Apprenticeships deliver for a whole range of industries, from construction to manufacturing through to IT and the creative and digital sector.

Apprenticeships increase business productivity while providing high quality training for young people and adult learners, making former apprentices more employable than those with other qualifications.

They also deliver for young people, allowing them to earn while they learn in a real job, gaining a real qualification and a real future.

Call to action

Join us in celebrating the success of apprentices by INSERT INFORMATION ON YOUR SPECIFIC CEREMONY

For more information and to apply for Apprenticeships online visit [apprenticeships.org.uk](http://www.apprenticeships.org.uk)

APPRENTICESHIPS DELIVER...

Key messages

Messaging for Partners

The below messages should be used when communicating with partners.

Apprenticeships deliver... Graduation Ceremonies celebrate

Graduation Ceremonies celebrate and reward the success of apprentices from all businesses

- Graduation Ceremonies will enable apprentices working for small and medium sized businesses to gain the same recognition as their peers at larger companies.

Graduation Ceremonies provide an opportunity to demonstrate the benefits of Apprenticeships to a new audience

- Graduation Ceremonies will help engage employers and young people who may not have considered an Apprenticeship in the past, highlighting their quality and value.
- Quality is key to Apprenticeships – providing high quality training that benefits both apprentices and employers [8].
- Nearly every employer that takes on an apprentice (96%) reports benefits to their business [4].
- After finishing, the majority of apprentices (86%) will stay in employment, with two-thirds (67%) staying with the same employer [2].

Graduation Ceremonies help raise the profile of Apprenticeships, putting them on an equal footing with a university route to success

- The Government's ambition is for Apprenticeships to become the norm for young people to achieve their career goals by going into an Apprenticeship or to university or – in the case of some Higher Apprenticeships – doing both.
- Employers think that qualified apprentices are 15% more employable than those with other qualifications – and Higher apprentices are the most employable of all young people [1].
- Higher Apprenticeships offer an additional route to traditional university study, allowing individuals to begin progressing along a career path from day one, gaining professional skills, status and accreditation as they go.
- Completing a Level 4 Higher Apprenticeship could result in increased lifetime earnings of more than £150,000, similar to the returns from achieving a degree [7].

**APPRENTICESHIPS DELIVER...
GRADUATION**

2.3

Apprenticeships Graduation Ceremonies Key messages

Sources

- [1] ICM Employers Research, 2013 - <http://www.apprenticeships.org.uk/news-media/latest-news/article353.aspx>
- [2] Evaluation of Apprenticeships for Learners, BIS and DFE, August 2013
- [3] Productivity Matters, Centre for Economic and Business Research, 2013
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For more information look at the fast facts on [apprenticeships.org.uk](http://www.apprenticeships.org.uk)

Key messages

Messaging for Partners

Establishing Graduation Ceremonies as an annual fixture in your region's academic calendar will help increase Apprenticeship uptake among employers and young people, boosting the local and national economy

- Apprenticeships are boosting productivity by enabling businesses to grow their skills base. The average person finishing an Apprenticeship increases business productivity by £214 per week, with these gains including increased profits, lower prices and better products [3].
- Apprenticeships are forecasted to contribute £3.4bn to the UK economy by 2022 [2].

Linking up with other awards and competitions may provide opportunities to promote the benefits of Apprenticeships to a wider audience

- Tapping into the profile of established events such as the National Apprenticeship Awards, National Apprenticeship Week, The Skills Show and WorldSkills UK heats gives scope for greater publicity and awareness.

Call to action

Help to raise the profile of Apprenticeships and celebrate the success of apprentices in ENTER THE NAME OF YOUR REGION by working with us to run an Apprenticeship graduation ceremony in 2014/15.

For more information and to apply for Apprenticeships online visit apprenticeships.org.uk

2.4

Apprenticeships Graduation Ceremonies Key messages

Sources

- [1] ICM Employers Research, 2013 - <http://www.apprenticeships.org.uk/news-media/latest-news/article353.aspx>
- [2] Evaluation of Apprenticeships for Learners, BIS and DFE, August 2013
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- [6] <http://www.apprenticeships.org.uk/news-media/latest-news/article393.aspx>
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- [8] NAS Quality Statement <http://www.apprenticeships.org.uk/News-Media/Latest-News/Article152.aspx>

For more information look at the fast facts on apprenticeships.org.uk

**APPRENTICESHIPS DELIVER...
GRADUATION CEREMONIES**

Key messages

Further speaker notes for Ceremonies

Apprenticeships deliver for employers, young people, adults and the economy

- Over 500,000 people started an Apprenticeship in 2012/13.
- 115,000 were 16 to 18 year-olds.
- 86% of apprentices stay in employment after finishing their Apprenticeship.
- 67% stay with the same employer.

Businesses can grow their own talent and develop a motivated, skilled and qualified workforce

- 100,000 employers in 200,000 locations.
- Specialist small business support team and AGE grant.

Apprentices can earn while they learn in a real job, gaining a real qualification and a real future

- Intermediate, Advanced and Higher (degree level) Apprenticeships.
- 170 industries; 1,500 job roles.
- Up to 20,000 Apprenticeship vacancies available online at any one time.
- 1.4 million online applications in 2012/13.

Young people are increasingly making Apprenticeships their first choice

- 54% of young people would like to do an Apprenticeship if one was available.
- This rises to 66% of young people who are already employed, but receiving no training.
- And 56% of those who are already university students said they would like to do an Apprenticeship.

Quality is key to Apprenticeships

- 12 months minimum duration just one part of commitment to quality.
- £1.566 billion planned government investment in 2013-14.
- Return on investment of £18 per pound spent (Govt investment).

There has never been a better time to employ an apprentice, or start an Apprenticeship. Visit apprenticeships.org.uk or call 08000 150 600.

2.5

Apprenticeships Graduation Ceremonies Key messages

Sources

- [1] ICM Employers Research, 2013 - <http://www.apprenticeships.org.uk/news-media/latest-news/article353.aspx>
- [2] Evaluation of Apprenticeships for Learners, BIS and DFE, August 2013
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- [4] Evaluation of Apprenticeships for Employers, BIS and DFE, May 2012 (A change in methodology means comparable figures are not available for 2013)
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- [6] <http://www.apprenticeships.org.uk/news-media/latest-news/article393.aspx>
- [7] University education: Is this the best route into employment?, AAT and Cebr, February 2013, p13
- [8] NAS Quality Statement <http://www.apprenticeships.org.uk/News-Media/Latest-News/Article152.aspx>

For more information look at the fast facts on apprenticeships.org.uk

**APPRENTICESHIPS DELIVER...
GRADUATION CEREMONIES CELEBRATE**

Section 3 — Organising the event



Event format

When arranging your Apprenticeship Graduation Ceremony, it is important to remember at all times that these Ceremonies are intended to celebrate and recognise apprentice success. However, the precise way you achieve that will vary according to the needs of your region and we expect to see a variety of different suggestions put forward by organisations around England.

While there is no set formula for your event, it will need to include certain elements including speakers, a presentation to apprentices, inclusion of parents and employers, publicity and so on. The following toolkit provides suggestions for tackling some of these issues, but organisers should feel free to expand beyond these basics in order to create a memorable event which is tailored to the needs of your particular region.

Timings

You will need to decide the rough timings of your event relatively early in order to begin booking venues and speakers. Successful pilot and trailblazer events have included everything from breakfast Ceremonies to evening events, so there is no limit to the options for this. Different timings will have different implications ranging from cost to guest availability, however, so you will need to weigh these up when arranging your event. Apprentices, parents and employers in 9–5 roles might find it more difficult to attend daytime events, while evening events are often harder for those working in hospitality or with childcare needs.

It is recommended that the ceremony itself does not last for more than about 1.5 hours to keep guests interested and engaged, though the event itself may last longer than this if you choose to include a reception and refreshments. If you are planning to include large numbers of graduates, consider running two Ceremonies back to back, rather than simply having one long event.

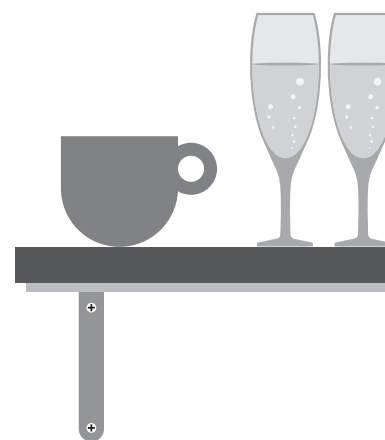
Remember to check with the venue what time you can access the room and when you need to vacate it by and ensure you have enough time to dress it and break it down after the event.

Refreshments

You may wish to include refreshments for guests, which can be provided either before or after the ceremony or both. Providing alcohol may add to the celebratory nature of the event but will increase the cost and can create issues if guests overindulge. If you do decide to include alcohol it is appropriate to offer just one drink to guests on arrival/after the event.

3.1

Apprenticeships Graduation Ceremonies Organising the event



3.2

Apprenticeships Graduation Ceremonies Organising the event

Choosing a venue

The types of venue used will vary according to the size of the event, availability and event format and you are free to select the venue best suited to your event. When selecting your venue, remember that these events are intended to be celebratory and also instil pride in the apprentices taking part and their guests. It will therefore be important to look for venues which create this impression – they might be historic buildings, civic halls, brand new theatres or even outdoor spaces, but you should avoid sports halls or very corporate conference spaces.

The location of your venue is another point to bear in mind. You'll need to check out both public transport and parking options to ensure people will be able to get there without too much difficulty.

For some examples of the sorts of venues which have already been used as part of the pilot and trailblazer events, please see the case studies below.

Your venue will need to have a stage (or facility to build one) and be able to provide seating for the number of guests you are expecting to attend. You will also need to enquire about provision of audio-visual (AV) equipment, catering, break-out or green rooms if applicable and so on. Most larger venues will either provide AV and catering in-house or will be able to recommend preferred suppliers who are used to working at the venue.

Venues of this type are always very popular and are often booked months or even years in advance. Once you have an idea of when you would like to hold the event, you will need to begin contacting your preferred venues. A little flexibility on the date and day of the week will increase your chances of securing the venue of your choice and will, in some cases, reduce the hire charge. Many venues also offer sizeable discounts for charities and public sector bodies.

Connectivity

It is vital to check that the proposed venue has decent mobile reception and / or free to use wifi so the public can share the moment of graduation on social media. If there is a password on the wifi, ensure that this is displayed prominently around the venue together with the Twitter handle @Apprenticeships (see below for more social media guidance).

In the introduction to the event, your speaker should also remind people of any wifi password and encourage members of the public to take pictures and share on social media using the hashtag if preferred.

Accessibility

When selecting a venue it is important to consider accessibility options. Whilst most venues claim to be fully accessible, in reality many are not. Disabled and less mobile visitors must be able to access the venue via front entrances and ideally using the same route as all other guests. The use of goods entrances and service lifts, for example, is not appropriate. You will also need to ensure that any lifts have been tested ahead of the event.

Some guests may require additional assistance and you may also be required to provide hearing loops or information in Braille. Please ensure you ask guests their requirements well in advance of the event.

For more information about ensuring your event runs in accordance with the Equality Act 2010, please contact the Equality and Human Rights Commission or visit equalityhumanrights.com

Organising the event

Speakers

3.3

Apprenticeships
Graduation Ceremonies
Organising the event

You will need to decide who will present or comper the event, as well as speakers to participate throughout. Dignitaries' diaries tend to fill up very quickly, so inviting speakers to take part should be a top priority once the date of the ceremony has been fixed.

The comper's role is to welcome guests to the event, introduce speakers and ensure the smooth running of proceedings, keeping your guests engaged and entertained throughout. He or she should have prior experience of this role, which requires a degree of flexibility to keep things moving if time is overrunning and to gloss over any glitches which might occur.

The number of speakers at your event is at your discretion and can be agreed by the Ceremony organisers. Suggested people to approach include local dignitaries, such as a Mayor, Council Leader, MP, senior National Apprenticeship Service representative or local celebrities. While there is no budget available for celebrity attendance, it is worth asking partners for any links they might have with well-known local people – for example local colleges often remain in contact with celebrity alumni and are able to engage them for a nominal fee. If you are able to secure a well-known speaker, this will help increase attendance at your event.



You will also need to consider who will be handing out the certificates to the apprentices as they come up on stage. This could be any of the people mentioned above or someone else, but they should have sufficient importance that the apprentices feel their achievement is recognised and valued.

Organising the event

Speakers

Royal and Ministerial speakers

His Royal Highness the Duke of York, who launched the initial pilot Ceremonies in 2012, and the Skills Minister Matthew Hancock are both very supportive of the Apprenticeship Graduation Ceremonies and have indicated that, subject to timings, location and availability, they might be willing to attend some of the Ceremonies.

If you would like to invite either the Duke or the Minister to attend your ceremony, please contact graduation@aoc.co.uk at the Association of Colleges as soon as possible, who will submit the request on your behalf via the National Apprenticeship Service.

You will need to include details of when and where the event is taking place, some brief information about the format of the event and what role you would like the Duke/Minister to play.

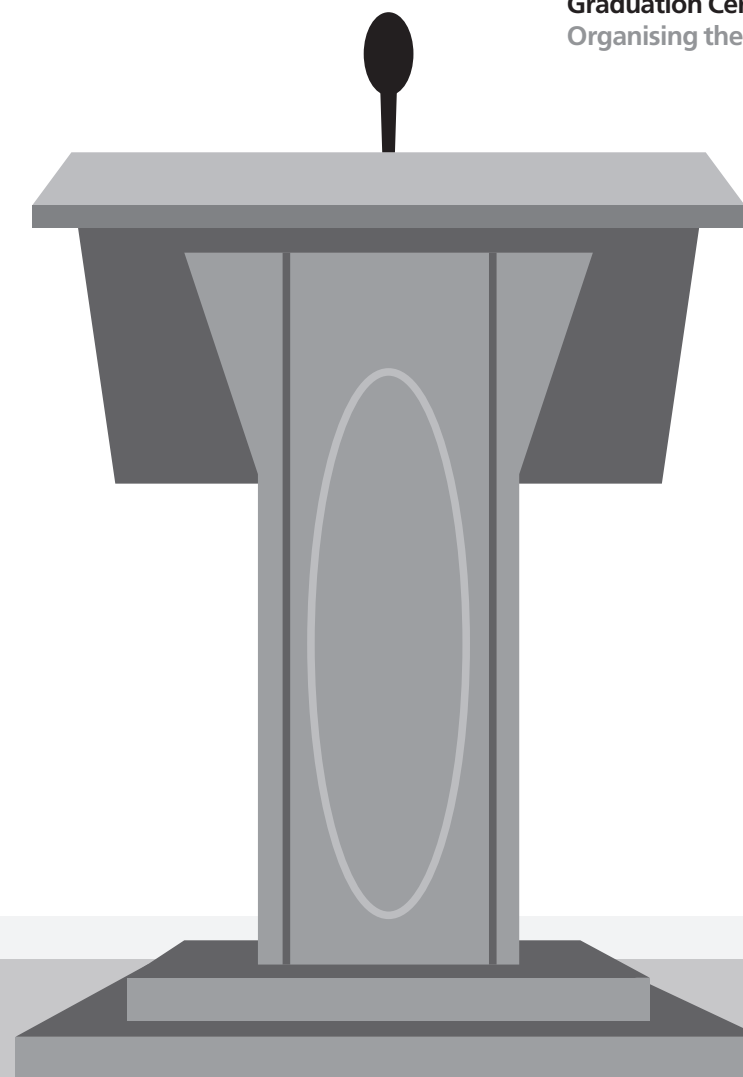
Please do not approach the Palace or BIS independently, as the National Apprenticeship Service is keen to avoid multiple requests being submitted which could lead to confusion.

National Apprenticeship Service speakers

The National Apprenticeship Service is happy to accept requests to speak at Graduation Ceremonies. Please contact the relevant National Apprenticeship Service Divisional Marketing Manager (contact details are available in Section 8) to arrange this, stating what role you would like the spokesperson to play.

3.4

Apprenticeships
Graduation Ceremonies
Organising the event



Organising the event

Dress code

It is important to choose a dress code for the event and ensure that this is communicated to apprentices and their guests as well as your speakers. We recommend a smart dress code of suits or dresses and jackets with secure fitting shoes (particularly important if there is likely to be a procession before or after the event or apprentices will be walking up steps to reach the stage).

Caps and Gowns

You may wish to include caps and gowns as part of your ceremony, though this is not compulsory. If you do include this element, you will need to make all apprentices aware of the requirements for ordering their cap and gown well in advance of the event. You will also need to make provision at the venue for a gown collection and return point. Apprentices, providers or employers can be asked to pay for the caps and gowns, but only at cost price.

If hoods are to be included, you will also need to advise apprentices on how to secure these to their clothes as part of the dress code, as this will require either a button up shirt/blouse or a brooch/safety pin.

Your gown supplier should make provision for last minute gown requests from apprentices who didn't think they would be able to attend or forgot to order theirs.



3.5

Apprenticeships
Graduation Ceremonies
Organising the event

Organising the event

Invitations

3.6

Apprenticeships
Graduation Ceremonies
Organising the event

A template invitation and downloadable artwork, which can be customised with details of the event, sponsor logos etc, is provided on the Apprenticeship Brand Centre (see Branding section below) for your convenience. You also welcome to develop your own invitation from scratch if you prefer. You can download the artwork files on this site too.

Invitations should be issued at least eight weeks before the event, preferably much earlier. We recommend that apprentices are allowed to bring at least one parent, plus their employer to the event, with additional guests at the discretion of organisers.

Invitations should include all the information which might be needed both at the event and ahead of it, including:

- Event timings and order of events (if applicable).
- RSVP date and contact.
- Dress code and information about gown hire (if applicable).
- Information about photography options and whether photography should be booked in advance (if applicable).
- Location and routes to the venue, as well as information about public transport and parking.
- Advice for any guests who may have special requirements.



Organising the event

Guest list

3.7

Apprenticeships
Graduation Ceremonies
Organising the event

We recommend you work with the National Apprenticeship Service, local colleges, learning providers and employers to develop a list of eligible apprentices. This will take time, so you should look to involve them early in the process, as well as appointing a dedicated person to manage this process. You may also wish to use this network to distribute the invitations, again managed by the lead organisation. Where possible you should aim to involve as diverse a range of apprentices as possible and avoid limiting the guest list to a small number of providers or employers.

As stated in the invitation to tender, grant funding is provided for Advanced and Higher apprentices only. This does not preclude Intermediate apprentices from taking part, but no funding will be available from the National Apprenticeship Service for this group.



Guest list

- Alan Sugar
- Alex Ferguson
- Rebecca Adlington
- Ross Brawn
- Alan Titchmarsh
- Lauren Steadman
- Jamie Oliver
- Ruth Badger

Organising the event

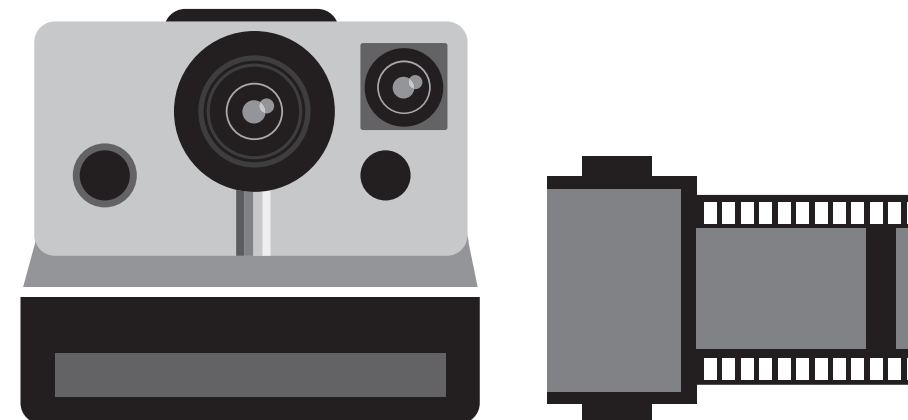
Photography: General

3.8

Apprenticeships
Graduation Ceremonies
Organising the event

You will need to arrange for photographers to attend the event in a roaming capacity to capture images of the event. Try to ensure you also build in time for a group shot of all the graduating apprentices, either immediately before or straight after the ceremony. Once they have left the hall it will be hard to get them all together again.

Photographs can be used in PR and marketing activity following the event. A selection of the best images should be sent to pressoffice@skillsfundingagency.bis.gov.uk for upload to the National Apprenticeship Service flickr page. Photographs should be captioned in the metadata of the picture, clearly stating what the event is and who is depicted.

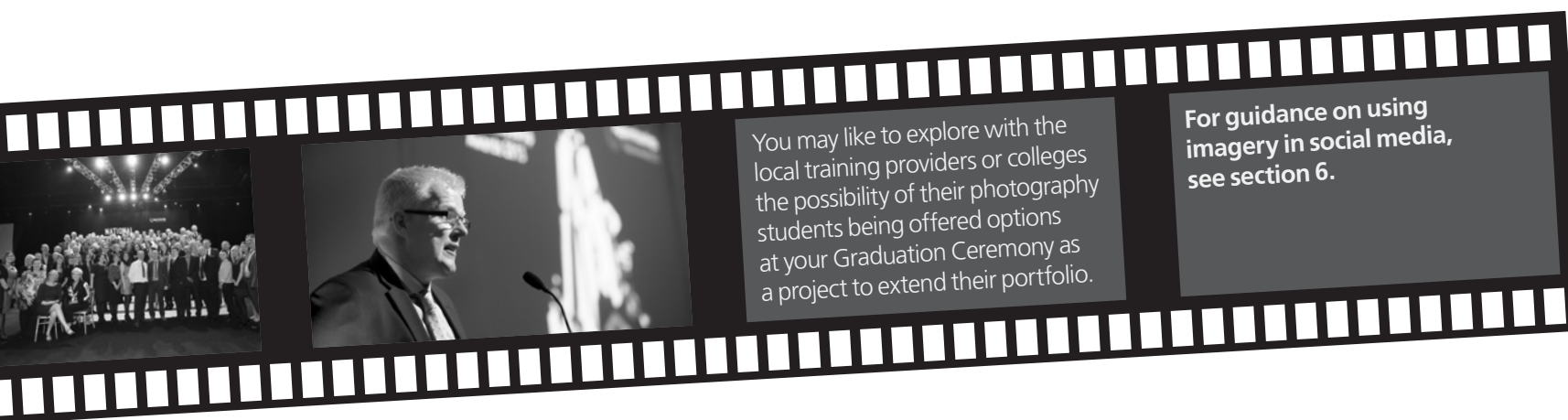


Organising the event

Photography: General

3.9

Apprenticeships
Graduation Ceremonies
Organising the event



It is wise to ask your photographer whether he/she has worked at the venue previously and if not to conduct a recce in advance so they understand the layout and know where to position themselves for the best shots. They may also advise if they will require a second photographer or a photographer's assistant depending on the size of the venue (and will usually be able to provide one).

It's best to create a photography brief for the photographer(s) detailing your preferred "shot list". You should also include detail on the technical specifications you require. These are summarised below:

- The original photographs MUST be high-resolution files capable of being printed off at a minimum A3 size.
- Using Adobe Photoshop (or similar), the **meta data** for each image must be updated. There is a short video on YouTube explaining how this is done (<http://www.youtube.com/watch?v=1bQ-PHMqUJ4>) or you could read this article for more information (<http://www.photometadata.org/meta-tutorials-adobe-photoshop>). Different versions of Photoshop or operating systems used may result in slightly different layouts.
- In the meta data, please include a description of the image, including information on who is in the picture and why it is being taken (include the words @apprenticeships and the call to action).
- In the 'keywords' section of the meta data, please include:
 - Apprenticeships, apprentice, careers, graduation ceremony, graduation, Ceremonies.
 - The name of the apprentice(s) and VIPs in the picture.
 - The 'subject' taken / Apprenticeships framework of the apprentice.
 - The level of the Apprenticeship the apprentice is on (i.e. Intermediate Apprenticeship / Advanced Apprenticeship / Higher Apprenticeship).
 - The year taken.
 - The employer name and learning provider name.

Organising the event

Photography: Portrait

3.10

Apprenticeships
Graduation Ceremonies
Organising the event

You may also wish to arrange for a separate, specialist, portrait photographer to be present where apprentices can arrange to have formal photographs taken with their families and employers. It is acceptable to expect the apprentices to pay for photography packages themselves, though only at cost price. If you do decide to take this approach, it is wise to encourage apprentices to contact the photographer in advance to book their slot and pay for the photographs they require as this will save confusion on the day. It is usual for these slots to be scheduled both before and after the official ceremony.

If you have chosen to include caps and gowns then the supplier will often be able to provide a portrait photographer at no additional cost to you.

You may also wish to provide logo photo frames as part of this offer, in which case please use the official Apprenticeships logo.



Organising the event

Filming

3.11

Apprenticeships
Graduation Ceremonies
Organising the event

Filming your event will add an extra dimension to proceedings as well as providing collateral to use in social media following your event and as part of the subsequent year's partnership and sponsorship drive. You will need to speak to local videographers to establish costs in advance and decide what sort of package you require. Usually, a videography package will include a camera operator to film the event and editing the footage down into one or more clips.

The costs will vary according to the amount of footage you expect them to film and the length of the final cut. It is usually recommended to keep films to no longer than 3–5 minutes. This would allow for footage of the apprentices arriving, clips of the speakers and one or two pieces to camera (interviews).

The resulting films can then be used on your website and for editorial purposes, though if you plan to use them for any paid for advertising this would usually attract an additional charge.

It is crucial to meet with the videographer and ensure you agree a clear brief of what you expect them to deliver well in advance of the event. You should also ask to see previous examples of their work to check for quality.



Organising the event

Engaging the unengaged

You will also need to consider how employers and potential apprentices who are currently not engaged with Apprenticeships can be included in the event. You may want to invite a select number of people to attend the ceremony itself, or alternatively a separate event might be appropriate.

Some ideas include:

- A reception for unengaged employers to meet current apprentice employers and discuss the benefits.
- A reception for young people/teachers/parents to meet with apprentices who are graduating to find out about the benefits they have seen from the Apprenticeship.
- Arrange for graduating apprentices to visit local schools and colleges to discuss their Apprenticeships and where they hope to go next.
- Arrange for apprentice employers taking part in the ceremony to take part in speaker engagements at local business networks to discuss Apprenticeships.
- Work with partners to include information about the Apprenticeship Graduation Ceremonies in newsletters to employers.
- Invite local schools and colleges to attend the Ceremonies (particularly where ex-pupils are graduating) and keep them updated through regular newsletters.

3.12

Apprenticeships Graduation Ceremonies Organising the event



Organising the event

Learnings from the pilot events – Do's and Don'ts

3.13

Apprenticeships
Graduation Ceremonies
Organising the event

Do's

Do consider ways to add gravitas to the event, whether through an impressive venue, visiting (local) dignitaries in full regalia (e.g. Mayor / Council Leader, University Chancellor etc) or the use of caps and gowns. It all adds to making the apprentices feel their achievements are being recognised.

Do investigate how you could link up with other events in the city to increase impact and reduce costs.

Do create individual certificates of achievement for each apprentice – but don't be tempted to hand these out on stage – use a dummy version which can't get damaged on the day.

Do ensure you're going to have enough manpower at the event and build in plenty of time to brief staff, ensuring you have someone on hand to deal with unexpected hiccups.

Do use the media hints and tips and templates to help gain publicity for your graduating apprentices.

Don'ts

Don't underestimate how much time everything will take – from sourcing a venue to developing guestlists. Appoint dedicated people to work on each element and start early!

Don't leave it too late to think about sponsorship – considering how sponsors can be brought in early in the process will help you develop more compelling packages.

Don't forget to book and confirm your key note speaker nice and early – the right person will make the world of difference to your event.

Don't give apprentices who have graduated early in the event an obvious opportunity to leave; they will take it which spoils things for those who are still waiting for their chance to shine.

Organising the event

Case studies – Nottingham

Nottinghamshire Training Network (NTN) has been running Apprenticeship Graduation Ceremonies for ten years and was one of the organisations to run a pilot ceremony for the National Apprenticeship Service in 2012.

Working with their network of members, as well as partners including Nottinghamshire County Council, Nottingham City Council, Nottingham and Nottinghamshire Futures and the Association of Colleges, NTN ran what has been described as their best event to date in 2012.

Over 400 guests attended the Graduation Ceremony in the banqueting suite of East Midlands Conference Centre to celebrate the success of 250 Advanced and Higher apprentices from the Nottinghamshire.

The event, which provided a university-style ceremony complete with gowns and mortarboards, was endorsed by His Royal Highness the Duke of York and featured speakers from the National Apprenticeship Service, the local authorities and Nottingham and Nottinghamshire Futures.

Organisers were keen to ensure that apprentices received the full graduation experience and offered portrait photography packages to commemorate the day. Apprentices were professionally gowned on arrival and each was individually applauded on stage with their names and achievements read out as they collected their scrolls.

The event in Nottingham took place in the morning with graduates' arrivals staggered to allow plenty of time for gowning. Graduates were welcomed at a special reception before joining their families for photography and refreshments ahead of entering the auditorium. After the event, many guests lingered to congratulate the graduating apprentices and network with other attendees.

Nottingham's top tip: "Don't underestimate the manpower you will need to pull this off. Utilise the resources of your networks to help plan the event and ensure you have plenty of staff to help out on the day."

3.14

Apprenticeships
Graduation Ceremonies
Organising the event

Organising the event

Case studies – York

Apprenticeship Graduation Ceremonies have taken place in York for the past three years, run by a consortium of partners including York College, York Business Week, the City of York Council and the National Apprenticeship Service. With numbers of graduates and guests taking part increasing year on year, the event is fast becoming a fixture in the city's academic calendar alongside the Graduation Ceremonies run by the universities in York.

Like York St John University Ceremonies, the Apprenticeship Graduation Ceremony takes place in York Minster, the largest gothic cathedral in northern Europe, with the prestigious nature of the building helping create a strong feeling of pride among the apprentices taking part, as well as their friends, families and employers.

Apprentices are encouraged to dress up for the occasion and the inclusion of a celebrity key note speaker has helped increase attendance levels at the event, as well as creating a buzz among guests on the day. Certificates are presented to apprentice graduates by representatives of the city's ancient guilds. The Guilds of York were responsible for Apprenticeship trades in medieval times and representatives attend dressed in their full historic regalia, adding to the dignity and celebration of the event.

Due to the nature of the venue, a professional event manager has been used in the last two years, to help liaise with the venue, ensure everything was in place ahead of the event and to ensure the smooth running of the event on the day which proved highly successful.

York's top tip: "Start early! In particular, don't underestimate how much time it will take to build your guest list, starting with obtaining an initial data source from the National Apprenticeship Service and then checking with local learning providers to ensure the eligibility of apprentices, before invites are then issued."

3.15

Apprenticeships
Graduation Ceremonies
Organising the event

Organising the event

Event organisation check list

3.16

Apprenticeships
Graduation Ceremonies
Organising the event

- 
- Set event objectives
 - Agree budget
 - Source partners and sponsorship
 - Agree event format, size, timings etc
 - Consider how you will engage the unengaged (employers and learners)
 - Set a date
 - Develop guest list
 - Source venue, AV equipment, catering, props, floristry etc
 - Source speakers and MC
 - Carry out risk assessment and arrange insurance
 - Agree filming and photography requirements and book suppliers
 - Marketing and PR (before and after your event)
 - Develop and issue invitations, manage RSVP process
 - Develop event programme
 - Develop event branding and any printed materials, including certificates, ensuring you thank sponsors where appropriate
 - Arrange staffing
 - Develop briefings for staff and speakers, including a script for speakers if required
 - Plan how you will evaluate success of event and ensure this is carried out after the big day
 - Begin planning the next one!

Section 4 — Partners and sponsors



Partners and sponsors

Partners

4.1

Apprenticeships
Graduation Ceremonies
Partners and sponsors

A crucial element of the Invitation to Tender is that the lead organisation contract with a consortium of partners so this should be the first priority ahead of beginning to look at the event organisation itself. Partners to consider will include:

- Learning providers and colleges.
- Apprentice employers.
- LEPs.
- Local Authorities.
- Group Training Associations and Apprenticeship Training Agencies.
- Regional/Local Hubs with apprentices on their agendas.
- Local Chamber of Commerce.
- Local business association.
- Media partnerships (see below).

The above “Messages for partners” can assist you in making your case to potential partners and encouraging them to get involved.

You might find that organisations in some of the above categories are broadly supportive of your plans for a Graduation Ceremony but do not wish to be part of the core partnership. You should make the effort where possible to keep these organisations warm as they may prove very helpful further down the line, whether in sourcing apprentices to attend the event, suggesting speakers or securing a venue.

Try to keep lists of key contacts up to date and ensure these are shared within in the organising team so everyone can access the details if one team member leaves.



Partners and sponsors

Sponsors

As this activity is only partially funded by the National Apprenticeship Service, you will want to start thinking about how sponsors can help you to deliver the event early on in the planning stages.

You will need to develop a sponsorship proposal which clearly sets out the benefits of sponsorship and tailor it to each individual organisation you approach. It's worth having a sliding scale of packages with different prices and differing benefits, gold, silver and bronze for example, to enable you to appeal to the widest range of organisations.

Try to be a bit creative when considering how sponsorship can help the event. Not every organisation will be able to provide financial assistance, but sponsorship in kind can often be just as valuable. For example, a local print firm might be willing to do a deal on printing the invitations / brochures in exchange for free advertising to an audience of local employers. Likewise, a local catering college might offer for their apprentices to cater the event with just a charge for the ingredients, as it provides an opportunity for their students to gain experience.

You should also encourage partners to see whether they are able to take advantage of any existing relationships they have in order to get the best deals from suppliers.

4.2



Partners and sponsors

Media partnerships

Media partnerships are a great way to guarantee coverage of your event and reach the maximum number of people in your area. Though usually expensive, you might be able to get around this by working with the newspaper or radio station to sell advertising space to partners and local businesses in exchange for free editorial. If you contact the advertising sales department of your local media, they will be able to give you more information about your options here, but don't be afraid to haggle!

For more information about securing editorial coverage using PR methods, please see the media relations section below.



**Section 5 —
Promoting the event**



Promoting the event

Media relations – pre- and post- event

5.1

Apprenticeships
Graduation Ceremonies
Promoting the event

Free media coverage is always crucial to promoting events and there will be a number of opportunities for you to promote the Graduation Ceremony both in the run up and after the event. These opportunities will vary according to region, but are likely to include announcing the event, encouraging people to get involved and post-event publicity.

This toolkit includes several press releases which you can use to promote the Graduation Ceremonies:

- Announcement that your organisation has been appointed to run the ceremony and call for sponsorship.
- Announcement of date, venue and speakers.
- Month to go / fortnight to go announcement and reminder to RSVP.
- Post event release.

Please feel free to tailor these as appropriate to pitch into your local media. Please send final versions of press releases to pressoffice@skillsfundingagency.bis.gov.uk once they have been issued for upload to the News section of the website.



Promoting the event

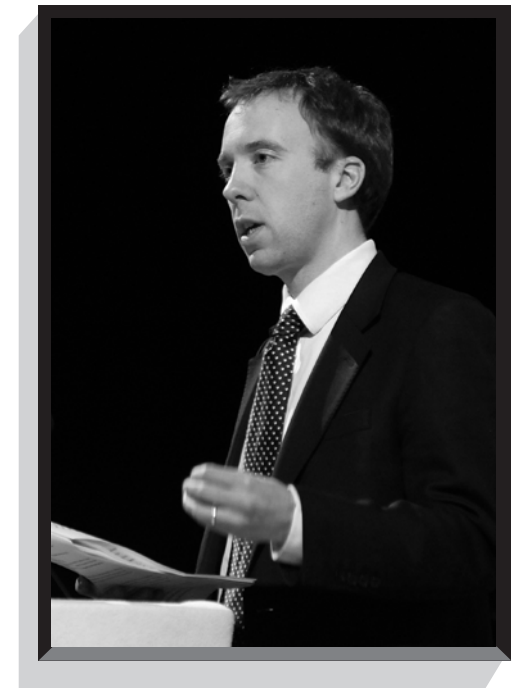
Ministerial quotes

If you would like to arrange a Ministerial quote to accompany your press release, this will not usually be a problem. Please draft a short sample quote and send it, along with the full press release to pressoffice@skillsfundingagency.bis.gov.uk who will approach the Department for Business, Innovation and Skills (BIS) on your behalf.

Please note that a minimum of one calendar week is required by BIS for approval of quotes and the further in advance you provide the quote, the more likely it is to be signed off in time for your press release to be issued.

5.2

Apprenticeships
Graduation Ceremonies
Promoting the event



Promoting the event

Media relations tips and tricks

Below are the steps you'll need to take to sell your story into the media:

– Pick your media targets

Work out which newspapers, radio stations and TV channels you want to target. Think about which radio stations are popular and which stations and papers carry local news.

– Find contact details

Check their websites to find out the phone number and email address for the news desk.

– Decide on your pitch

Journalists receive hundreds of calls and emails a day, so it is important to get your point across in the first couple of sentences e.g. "I'm ringing to let you know that YOUR ORGANISATION has been appointed to run Graduation Ceremonies for NUMBER OF apprentices across YOUR REGION."

– Select spokespeople

Choose one or two spokespeople to represent the organisation and ensure you brief them on the story well in advance. You should aim to put forward both a member of the senior management team who can talk about the value of Apprenticeships to the local area plus an apprentice who is due to be attending the ceremony to talk about why it's so important that their success is celebrated. If you are able to offer both, your story is likely to be of greater interest to the media.

– Find out spokespeople / case study availability

Ensure you know when your spokespeople and a selection of case studies of graduating apprentices are around to be interviewed, as they may ask for this straight away. Newspapers will generally just want five minutes on the phone, but TV and radio stations will often want spokespeople to go into the studio. Try to encourage your spokespeople to be as flexible as they can with this.

– Make the call

It's usually best to call in the mornings before 11am, which is when newspapers decide which stories to cover the following day. The main exception to this is papers that publish in the evening, which will be very busy in the mornings as they write up last minute stories. For evening papers, it's best to call in mid-late afternoon for publication the following day. Avoid calling radio stations at the top of the hour as the newsreader is likely to be on air at this time.

– Pitch

Pitch your story to the journalist and say you'll send over a press release for their consideration. Have a pen to hand so you can jot down their email address and any questions they might ask. If possible, try to get the name of the person you are speaking to so you can follow up.

– Send the email

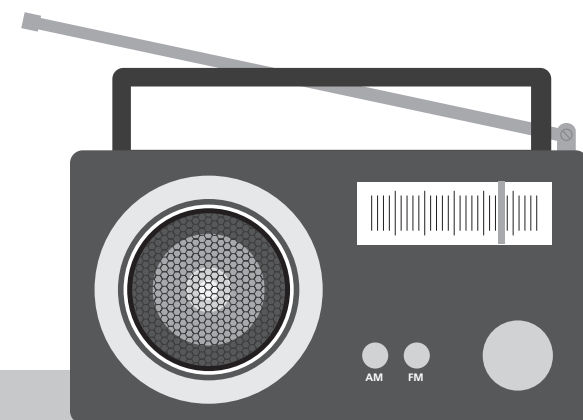
Paste the press release into the body of an email and send it to the journalist with an introductory note (don't send as an attachment and avoid attaching pictures/logos unless the journalist has specifically requested this). Ensure you've included a contact telephone number, so they can get in touch if they need more information.

– Follow-up

Don't worry if you don't hear anything back – this is normal. But it's a good idea to follow up the following day to check they have everything they need and to ask whether they are interested in scheduling an interview with one of your spokespeople.

5.3

Apprenticeships Graduation Ceremonies Promoting the event



Promoting the event

Interview format

5.4

Apprenticeships Graduation Ceremonies Promoting the event

- Newspaper/magazine interviews are usually conducted over the phone, although if a photographer wants to visit to take a picture for the local paper the journalist may accompany them and conduct the interview in person.
- Radio interviews will either take place at the local radio studio or over the phone and will only last a few minutes. If going to the studio, ensure you arrive in plenty of time so you don't feel rushed. Phone interviews should only be done on a landline, as the sound quality on a mobile phone is usually lower quality.
- Local television programmes may request to film at the event. Make sure you find out exactly what they are looking to film and plan for this in advance. It is unlikely that they will have time to film the ceremony itself, so try to offer options which work ahead of this. For example, they could film the apprentices lining up waiting to go into the venue and receive their certificates and you could offer interviews with a couple of the apprentices, their proud parents and employer. If you have more than one film crew coming down, make sure you find out the requirements of both crews and try to schedule them in at different times or at least appoint different people to look after them on the day.
- Don't be too disheartened if broadcasters are not able to come along to the event. Instead, perhaps offer studio interviews with apprentices who are going to be graduating that day to come in and talk about why they chose to do an Apprenticeship, what they have learned and their hopes for the future. Have a few options up your sleeve to put forward for interview – for example a few different graduating apprentices (in different jobs), their parents, a local employer, the keynote speaker at the event and so on.
- Once you have an interview scheduled, try to find out from the journalist what they want to cover during the interview and what questions they are likely to ask. You can then thoroughly brief your spokesperson ahead of the interview so they don't feel put on the spot whilst on air. You should also share the Graduation Ceremonies key messages with the spokespeople so they understand what messages they should be aiming to convey, though briefings for apprentices, parents and employers should be simpler and concentrate on encouraging them to explain why Apprenticeships are important to them.



Promoting the event

Inviting photographers

5.5

Apprenticeships
Graduation Ceremonies
Promoting the event

Local papers may well want to send photographers to cover the event, to actively invite the local media photographers down, follow the basic “pitching to media” steps above, but when talking to print journalists check whether they will be sending a photographer down. And / or you may need to speak directly to the picture desk to arrange this.

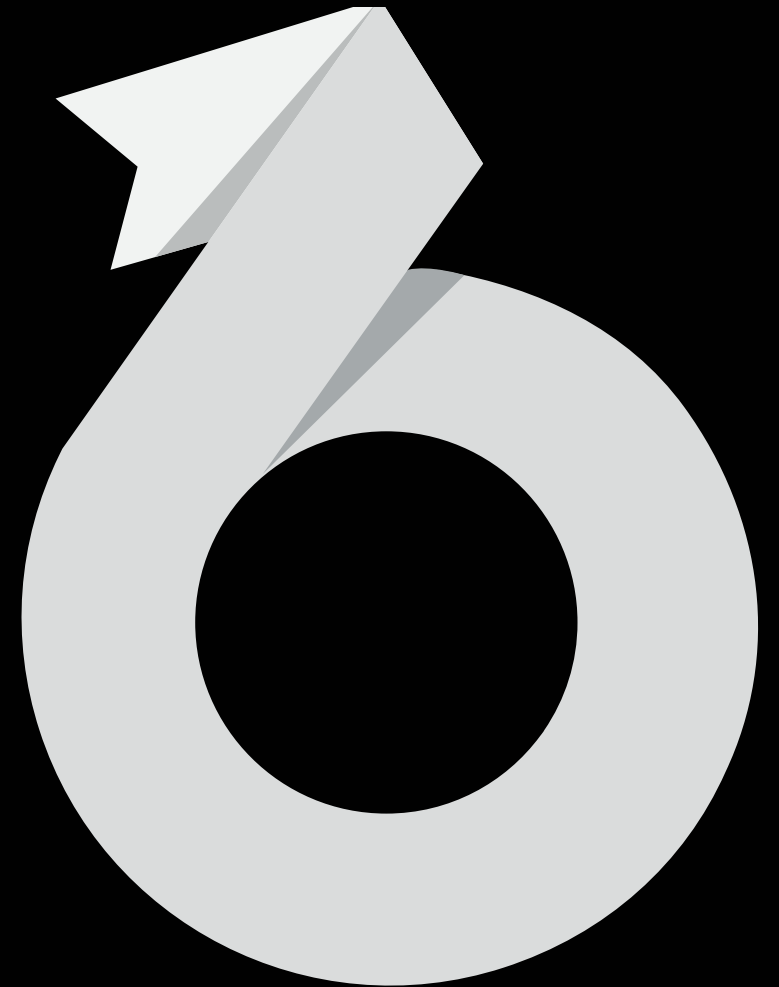
You will need to arrange photography options with media in advance and ensure anyone being photographed is happy to be used in the media. While you may allow your own photographer free range at the venue, you may decide to organise a few staged shots for external media in order to ensure media get the images they need.

In some cases, you might need to arrange for a print journalist to interview a case study in advance over the phone and then arrange for that same person to be photographed at the actual event. In other instances the journalist will attend and interview at the same time as the photography is taking place.

Don't be disheartened if press do not agree to come along to the event. Simply select the best images taken by your professional photographer and send them to the paper as soon as possible after the event along with a press release which explains what took place (see template). The images should be high resolution and captioned in the meta-data of the picture – your photographer will be able to do this with your assistance on the wording.

For more information on the technical side of photography, see above.





Using social media is an ideal way of encouraging your networks, employers, partners, apprentices and their families to help spread the word about Apprenticeships and your plans for an Apprenticeship Graduation Ceremony.

The aim is to get as many people as possible in your region talking about the importance of Apprenticeships and celebrating apprentice success. It is also a great way to drum up attendance at your event, publicising the photographs after the event has taken place and encouraging people to take part next year.

While there are lots of social networks you could join and use, we are just concentrating on Facebook and Twitter in this guide.

Your organisation may already have Facebook and Twitter profiles, or you may wish to set up a new profile purely dedicated to the ceremony. If you take this approach, you will need to ensure you have a steady flow of updates in order to attract and maintain followers. If you have not set up Facebook or Twitter accounts before, please refer to the step by step guide below.

Initially, you will want to follow your key partners and sponsors, as well as @Apprenticeships.

If you have your own Facebook page please make sure you tag us (National Apprenticeship Service) so we 'like' your activity and if you promote any activities on Twitter, please mention @Apprenticeships so that we can pick it up and re-tweet it to our followers.

6.1

Apprenticeships Graduation Ceremonies Social media



Social media

Suggested social media activity to help promote Apprenticeship Graduation Ceremonies

- Appoint someone from your organisation to “Live tweet” from the event.
- Ensure event attendees are aware that they should mention @Apprenticeships and they are welcome to tweet about the day (providing phones are on silent!).
- Encourage guests and speakers to upload twitpics, instagram pics and so on of the event.
- Encourage speakers and high profile attendees, e.g. politicians to blog about the ceremony and tweet/FB a link using @Apprenticeships.
- Consider compiling a Storify page about your ceremony and encourage attendees to share it. Storify allows users to create a snapshot of social media content created around particular hashtag. If your event does generate a lot of social media chatter, you can collate this using Storify and encourage attendees and partners to share it after the event. This will be a useful tool in engaging the unengaged and also provide evidence of the success of the event to bring on sponsors in subsequent years. You can get inspiration from our Storify channel: <http://storify.com/Apprenticeships>.
- Develop a Pinterest pinboard of the event – using the hashtag to collate people’s pictures which are then added to a dedicated board and shared.



Social media

Guide to using LinkedIn

6.3

Please join the Apprenticeships LinkedIn group

<http://www.linkedin.com/company/466234?trk=tyah>.

You can also encourage Higher apprentices taking part in your Graduation Ceremony to join the new Higher Apprenticeships Network on LinkedIn: <http://www.linkedin.com/groups?gid=4505120&mostPopular=&trk=tyah>.

If you already host a LinkedIn Group, you could ask your members to help spread the word about Apprenticeships in general and your Ceremony in particular.

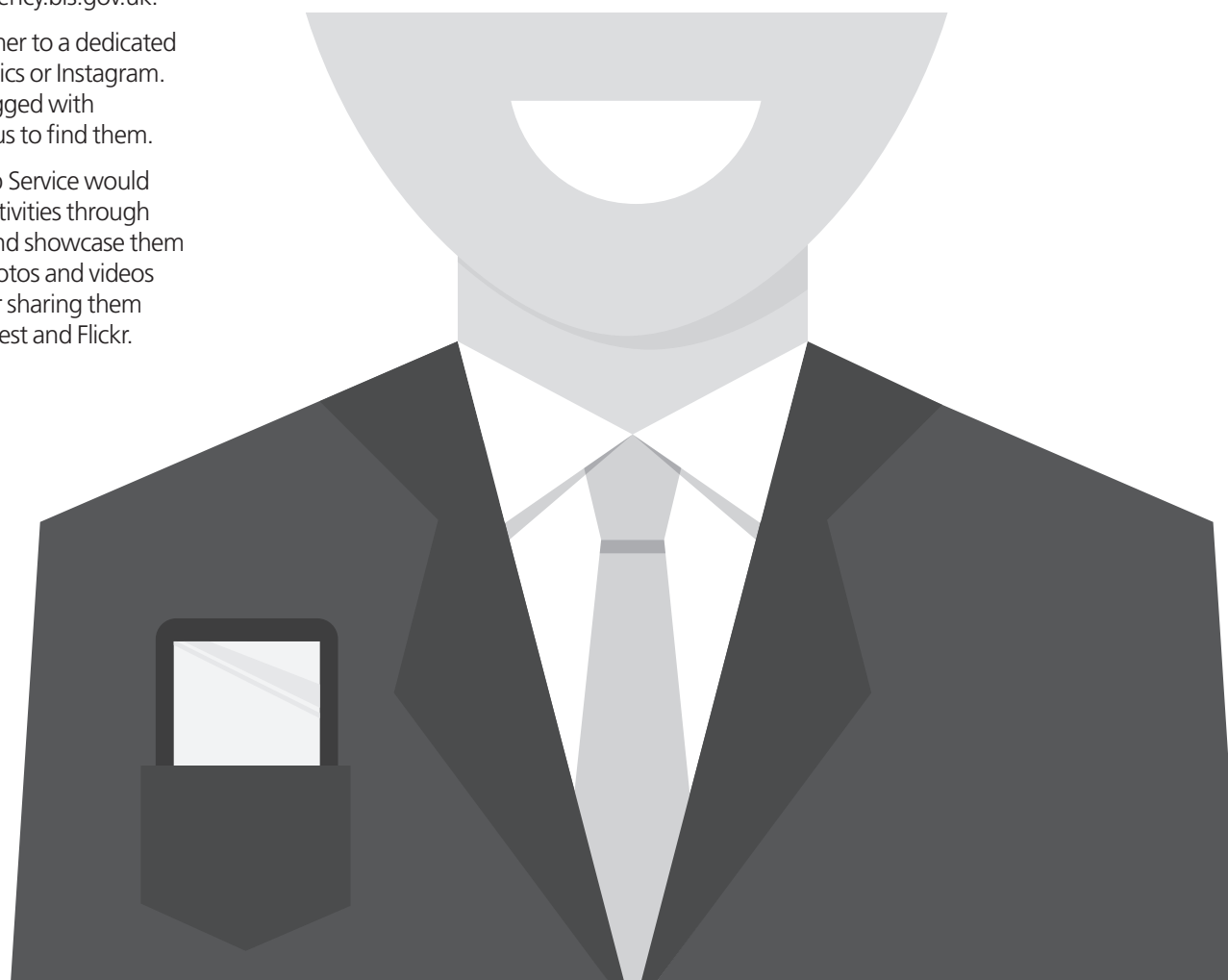
Sharing pictures, videos and podcasts

Don't forget to share any videos, photos or podcasts of your ceremony after the event. Please upload videos to YouTube and email the link to pressoffice@skillsfundingagency.bis.gov.uk.

Images can be uploaded either to a dedicated Flickr page or by using Twitpics or Instagram. Ensuring that images are tagged with @Apprenticeships will help us to find them.

The National Apprenticeship Service would like to help promote your activities through our social media channels and showcase them afterwards by uploading photos and videos to our Facebook fan page or sharing them on Twitter, instagram, Pinterest and Flickr.

Apprenticeships
Graduation Ceremonies
Social media



Social media

Guide to using Twitter

Twitter is a fantastic way of sharing links, pictures of any events, videos and discussing the importance of Apprenticeships with other Twitter users (in 140 characters).

If you already have an account:

- Follow @Apprenticeships @AppVacancies.
- Retweet Apprenticeships tweets to your followers.
- Always mention @Apprenticeships when talking about Apprenticeships and the Graduation Ceremonies – this term is easily searchable on Twitter so you can find out what everyone is saying about the Ceremonies and join the discussion!
- Tweet any images/videos that you have to promote your ceremony.
- Tweet about your progress.

If you don't already have an account, here's how to get started:

- Start by creating your profile at www.twitter.com.
- Write a 'biography' that mentions your relationship with Apprenticeships.
- Look to 'follow' not only friends, but employees at your organisation, partner organisations, local employers, colleges and learning providers, journalists you've identified, MPs, @Apprenticeships and @matthancockmp.
- Then start posting and interacting.



Here are a few terms you may see used in other people's tweets:

@ = when you reply to another user or want to mention them, put an @ before their user name, for example @apprenticeships.

RT = 'Retweet', when one user forwards another user's Tweet it's called a 'Retweet'.

MT = "Modified tweet", like a 'Retweet', but where the person forwarding the tweet has modified it.

HT or **h/t** = 'Hat tip', is used when someone wants to thank another user for inspiring a tweet.

D or **DM** = 'Direct message', a tweet that can only be seen by the other user.

= a hashtag which indicates an organised discussion around a topic (for example #nowplaying for what people are listening too, #xfactor for X Factor).

Trending = this means that lots of users are tweeting about a specific # or topic – it is one of the top 10 discussion topics at that time. This can be measured across the world or just within the UK. It is a measure of both popularity and the speed of increase in tweets on this subject.

6.4

Apprenticeships Graduation Ceremonies Social media

Social media

Guide to using Facebook

6.5

Apprenticeships
Graduation Ceremonies
Social media

If you already have an account:

- ‘Like’ the National Apprenticeship Service page
- Share the page with your networks and encourage others to ‘like’ the page
- Post updates on Apprenticeships and plans for your Graduation Ceremony
- Share our news and updates
- Share photos and videos on our wall to promote your ceremony – please be aware that if you do this, we may use the photos and videos in our own materials

If you don’t already have an account, here’s how to get started:

- Start by creating your profile at www.facebook.com
- Write a ‘biography’ that includes your relationship with Apprenticeships
- Then start posting and interacting.



Social media

Guide to uploading images on social media

Twitter

- Begin a new Tweet (Compose tweet)
- Click on the camera icon.
- Locate the image you want to upload on your computer when prompted – or take a new one if using a smartphone.
- After you select an image, you'll see the image thumbnail and the camera icon highlighted in blue at the bottom of the Tweet box.
- Your character count will update to include the image's shortened URL. Type your message, including @Apprenticeships and click Tweet.
- If you selected the wrong image or no longer wish to share that image, just click the x in the thumbnail or next to the filename to delete the current image.

Instagram

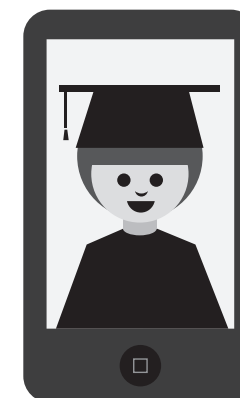
- Tap the camera button in the centre of the application.
- Import a photo by tapping the bottom right icon – or take a new image.
- Pinch and move the photo to adjust what content fits within the frame. Use the grid (only on updated versions of Instagram) to aid in framing the photo. Click "Crop".
- Add effects from the selection of effects at the bottom of the screen, click top right hand button for next.
- Add a caption, add a location, @ApprenticeshipsInstagram and Share – you will be offered the choice to share to other networks too and to add it to your photo map.

Flickr

- Begin to upload your first photo by selecting "Upload Your First Photo."
- Click "Browse" to select your first photo that you want to upload.
- Select the photo from the dialog box by clicking on the image and selecting "Upload."
- Continue to select photos to upload by clicking the "Browse" button on each respective selection.
- Add a tag to your images next. Select a word or combination of words that best represent these pictures. See above guidance for suggested tags, including Apprenticeships.
- Select your privacy setting. You can make your photos open to any viewer by setting them as "Public." You can choose only to share your photos by selecting "Private."
- Click on "Upload" to upload your photos to Flickr.
- Add a Description and Save.
- Review your options for adding extra information in each field. You will be able to add and edit a title, description and one tag or more at this point.
- Separate each tag with a space. To make two words one tag, add quotation marks around those words.
- Click on "Save" to finish uploading your photos to Flickr.

6.6

Apprenticeships Graduation Ceremonies Social media



Social media

Guide to uploading images on social media

Pinterest

- If you have a Pinterest account, once the image is uploaded you can ‘Pin it’ to your page, either by downloading the Pinterest button for your browser (<http://pinterest.com/about/goodies/>).

LinkedIn

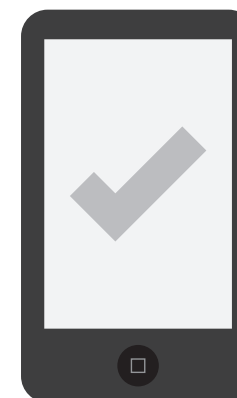
- LinkedIn is not an ideal photo-sharing site, but if you write a short news story about your photoshoot and add it to a blog or news page, you will be able to share this on LinkedIn.

Facebook

- Click “Add Photo /Video” above the status update box.
- Click “Upload Photo /Video” at the top of the page.
- Click “Browse.” Select the image that you want to upload from your computer’s hard drive using the file browsing interface.
- Type a description of the photo in the box that says “Say something about this.” Tag the National Apprenticeship Service page into the post.
- Click “Post.”
- If using the smartphone app – the photo icon is at the top of the main news screen feed. Either tick the image you want to use or take a new one by tapping the camera icon).

6.7

Apprenticeships Graduation Ceremonies Social media



Section 7 —
Branding



Branding

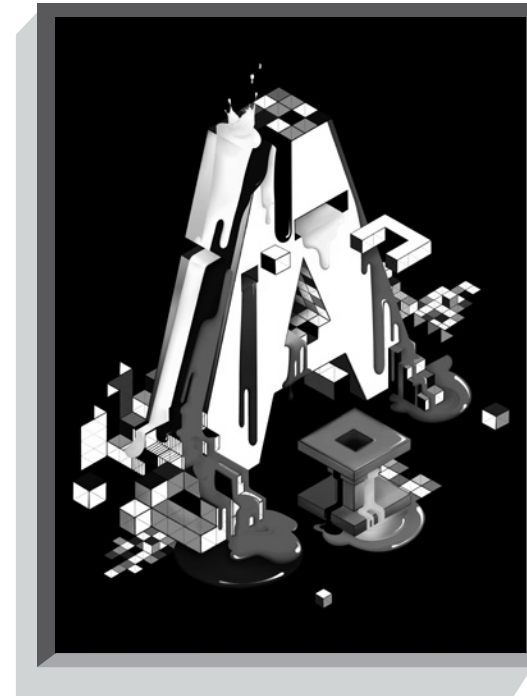
7.1

Apprenticeships Graduation Ceremonies Branding

The National Apprenticeship Service has two sites which will assist you with your branding.

The online brand centre hosts a catalogue for templates, printed materials, merchandise and artwork downloads. This site also gives stakeholders the facility to create dual-branded marketing materials such as posters, banners and postcards which can be downloaded free of charge and printed in-house or ordered online and printed on demand.

The Apprenticeships visual identity site gives you access to all the elements of the Apprenticeships brand and details how to use them to create the Apprenticeship 'look and feel' in a consistent and relevant way. Whether you're creating a leaflet or producing an exhibition stand, these will assist you in designing and producing coherent and compelling communications that will truly engage and inspire our audiences.



Visual identity site

<https://brand.skillsfundingagency.bis.gov.uk/apprenticeships/>

Brand centre

<https://nationalapprenticeshipservice.williamslea.com>

Section 8 — Contacts

General enquiries

Please contact your local National Apprenticeship Service representative or Marketing and Communications Manager with any general enquiries, or alternatively email.

General Graduation Ceremony Enquiries

awards@apprenticeships.gov.uk

National Press Enquiries including Social Media

pressoffice@skillsfundingagency.bis.gov.uk

