



skillsScotland

www.skillscotland.co.uk

ABERDEEN - 7 November 2017, AECC, Aberdeen

EDINBURGH - 9 November 2017, Royal Highland Centre, Edinburgh

GLASGOW - 29 & 30 November 2017, SEC Centre, Glasgow



Scotland's premier series of careers, jobs, skills and apprenticeship events for 14 - 19 year olds and their key influencers

JOIN IN THE CONVERSATION

- @SkillsScotland #getinspired
- SkillsScotland
- prospectsevents

IN PARTNERSHIP WITH:





10,000 VISITORS ACROSS THE SERIES

Face to face engagement with
Scotland's future talent



100 UNIQUE ORGANISATIONS

Employers, colleges,
universities, training
providers, sector / industry
organisations



LEARNING EXPERIENCES

A great range of interactive
stand activities

WHAT IS SKILLS SCOTLAND?

The Skills Scotland events are held in three key locations – Aberdeen, Edinburgh and Glasgow. Established in 2009 (full series established in 2011) the series delivers inspiring and interactive events that close the gap between the workplace and the classroom, linking industry with education.

Connecting young people with careers, jobs, skills and apprenticeship opportunities, Skills Scotland is aimed at students aged 14 and above. In each region schools, colleges, youth and community groups are invited to attend with free entry for students and teachers with access to a travel bursary fund. All events are also open to parents and carers with a dedicated evening opening session in Glasgow.

Skills Scotland offers an immediate way for industry to influence and educate the next generation of talent, supporting recommendations from the Wood report and offering solutions to issues such as youth unemployment and the growing industry skills gaps.

Across the series over 170 educational establishments will meet with in excess of 120 exhibitors to learn about recruitment, learning and training opportunities. Each show is a one stop shop for young people to discover what's next and meet with a variety of exhibitors face to face including regional and national employers, colleges and universities plus training providers and other career or sector specific organisations.



GET SKILLED STANDS

Dedicated Get Skilled areas provide bite-sized tasters of specific sectors and industries



SHOW FEATURES

Live Opportunities Board, Teachers Passport, Careers Zone



EVENING OPENING

An evening opening in Glasgow aimed specifically at giving parents and carers the chance to meet exhibitors



"Pupils get a lot out of this event and have a clearer direction afterwards. Many are excited by what they have learned and are motivated to apply for courses and apprenticeships straight away" Teacher

"I have found it very interesting because before, I didn't know what I wanted to do and now it's opened new doors" Student



“We’ve noticed an increase in the awareness in students of what they want to do - they’re definitely more focused and engaged.”
Scottish Ambulance Service

THE BENEFITS OF EXHIBITING

Exhibiting at Skills Scotland offers your organisation the opportunity to be part of a great event series. Bringing together employers, colleges, training providers, universities and career sectors under one roof, at one time, to engage with thousands of motivated visitors.

- 1 Meet motivated young people putting you face-to-face with future talent
- 2 Attract candidates for vacancies and courses now and in the future
- 3 Promote work experience or apprenticeship offerings
- 4 Inspire the next generation about your organisation, courses and industry sector
- 5 Inform and influence teachers and parents
- 6 Connect with education establishments building partnerships to link education and industry
- 7 Carry out market research
- 8 Deliver your CSR policy and support Scotland's young people
- 9 Widen your talent pool and enhance your support for Government apprentice frameworks
- 10 Bring your organisation to life and show off your current workforce



 94% of exhibitors across the series agreed they had met their overall objectives and expectations



“The Skills Scotland events are an excellent opportunity for employers to engage with young people and promote the wealth and variety of opportunities available in your sector. This is not just your average careers fair.”

Stewart Milne Group

“Skills Scotland is great both for visitors and exhibitors to connect around future opportunities.”

SDS Digital World

HOW WE ATTRACT OUR VISITORS

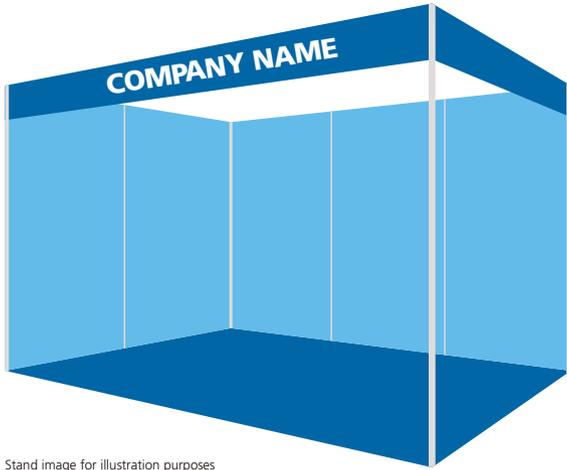
Skills Scotland attracted over 10,000 visitors last year through the delivery of a targeted marketing campaign. The pre event coverage generated an even wider reach across online and social media channels.

- Named career teachers and decision makers within schools and colleges are invited to attend with **FREE ENTRY** for students and teachers with access to a travel bursary for groups of **S4, S5 or S6 students**
- With increased pressure to offer impartial career advice and guidance Skills Scotland allows both students and teachers alike to make useful and long lasting connections with industry and to aid the decision making process of young people who are seeking to explore their career pathways
- A family invite sent direct to households of relevant young people (Glasgow evening opening)
- Collaborative working with strategic partners such as councils, DYW regional groups and Skills Development Scotland
- Dedicated website with event information and group resources including lesson plans and career related links
- Social media platforms including Twitter, Instagram, Facebook, Youtube and Flickr





STAND PACKAGE



Stand image for illustration purposes
*Space only sites are available without this package

A WALLED SHELL SCHEME STAND WITH LIGHTING AND CARPET READY FOR YOU TO BRAND*

EDITORIAL LISTING ONLINE AND IN THE EVENT GUIDE GIVEN TO ALL VISITORS

ACCESS TO A MARKETING TOOLKIT OF POSTERS, LEAFLETS AND RESOURCES TO ENSURE GREAT RETURN ON INVESTMENT

FREE WI-FI TO HELP YOU KEEP IN TOUCH AND ENGAGE IN SOCIAL MEDIA

PROFESSIONAL EVENT ORGANISER TO ANSWER YOUR QUERIES

skillsScotland

ABERDEEN

AECC, Aberdeen
7 November 2017
9.30am – 3pm

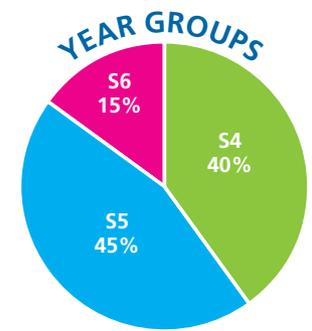
STAND COST £210 per m²

Size	Price
2m x 2m	£840
3m x 2m	£1260
4m x 2m	£1680
3m x 3m	£1890

All prices exclude VAT
Other stand sizes are available upon request.



30
EDUCATIONAL
ESTABLISHMENTS



“A great opportunity to share what we do with a large audience.”
Aberdeen Science Centre



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EDINBURGH

Royal Highland Centre, Edinburgh
9 November 2017
9.30am – 3pm

STAND COST £210 per m²

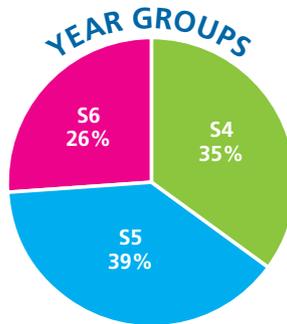
Size

2m x 2m	£840
3m x 2m	£1260
4m x 2m	£1680
3m x 3m	£1890

All prices exclude VAT

Other stand sizes are available upon request.

OVER
2000
VISITORS



40+
EDUCATIONAL
ESTABLISHMENTS

“A fantastic opportunity to talk to students in our local area. Our prime audience. A key event in our marketing calendar.”

Edinburgh College

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GLASGOW

SEC Centre, Glasgow
29 November 2017
9.30am – 3pm and 5pm – 7pm
30 November 2017
9.30am – 3pm

STAND COST £285 per m²

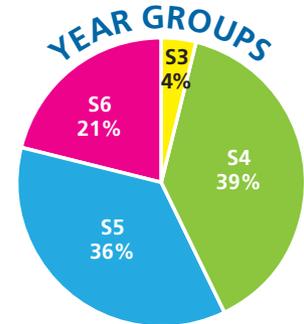
Size

2m x 2m	£1140
3m x 2m	£1710
4m x 2m	£2280
3m x 3m	£2565

All prices exclude VAT

Other stand sizes are available upon request.

OVER
6500
VISITORS



100+
EDUCATIONAL
ESTABLISHMENTS

“Glasgow again lives up to the expectations we have come to expect. Great event.”

Ship Safe Training Group Ltd



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@SkillsScotland
#getinspired



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GET INVOLVED

To maximise the return on your company's investment you need to book a stand that is right for you and ensures you meet your own aims and objectives.

We will work with you to ensure you book the right stand location and size relevant to your budget.

Our experienced sales, marketing and operations teams are on hand to talk you through the logistics, costs and marketing tools so you can take advantage of the benefits of exhibiting at Skills Scotland.

[CLICK HERE FOR SPONSORSHIP PACKAGES](#)

WHO WE ARE

The Skills Scotland events are owned and delivered by Prospects Events.

Prospects Events are the market leader in delivering careers, education, skills, training and recruitment events across the UK.

prospects | Events

Prospects Events are a dedicated events division of Prospects. Prospects are a dynamic and enterprising group providing a wide range of education, employment and training services in the UK and internationally.

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