

APPRENTICESHIP WEEK PLAN

14-18 March 2016



Mode	Activity	Date of event & timings	Location
Event	Automotive CPD event Apprenticeships will be promoted to employers	09/03/16 7-9pm	Highbury Campus
Event	'Future Portsmouth- A great deal for business' This event is being supported by: Portsmouth City Council, NAS (National Apprenticeship Services) ALPHI (Association of Learning Providers for Hampshire and the Isle of Wight) City Deal and Hampshire Chamber of Commerce. This is an employability breakfast event to promote apprenticeships to employers.	11/03/16 7.30-10am	Portsmouth Marriot Hotel PO6 4SH
Event	IBM Apprenticeship Graduation Ceremony 35 IBM/Highbury College apprentices graduating!	15/03/16 7.30-10am	IBM Client Centre, South Bank, London
Event	IMI Regional Networking Meeting Highbury are hosting an IMI Rgional Network Meeting, with approximately 50 delegates attending. An ideal opportunity for Highbury representatives to promote apprenticeships to their industry.	15/03/16 9am-3pm	Highbury Campus
Event	Come and hear all about the new Apprenticeship Reforms Jez Brookes from IBM speaking about Trailblazers and Ian Smith from SFA to discuss new funding changes for employers. This is open to new and existing apprenticeship employers.	16/03/16 7.30-10am	Highbury Campus
Event	Mentoring Session For employers who have recently taken on an apprentice, to give them an insight into their responsibilities. To guide then through the process of: <ul style="list-style-type: none"> • Being a Mentor to an Apprentice • Action Planning • Monitoring Progress and Relationships 	17/03/16 9-11am	Highbury Campus
Event	King Richard, Priory & Brune Park - Careers clinics & parents' evening , including apprenticeships and career prospects.	15, 17, 18/03/16	King Richard, Priory & Brune Park Schools
Digital	Interviews on That's Solent Apprentices and employers to be interviewed during NAW	14-18/03/16	Highbury Campus
Digital	Twitter, Facebook, LinkedIn - all channels to be updated daily with stories, case studies, facts and figures, events.	14-18/03/16	www.highbury.ac.uk
Digital	ExpressFM - Highbury have a weekly Tuesday morning slot. Highbury apprentices to be interviewed during NAW.	15/03/16	93.7 Express FM
Digital	JAMM Radio Highbury apprentices to be interviewed on the College radio station all week.	14-18/03/16	Highbury Campus
Digital	New video to be produced and uploaded onto Highbury website - the benefits of apprenticeships. Three current Highbury apprentices and their employers have been interviewed for this piece.	14/03/16	www.highbury.ac.uk
Digital	Apprenticeship banner, dedicated web page, plasma screens, news, myth busters, live vacancies and frequently asked questions	14-18/03/16	www.highbury.ac.uk