



events industry forum



Events Industry Forum update report

Purpose

The below documents outlines the activity that has taken place to contribute towards the development and promotion of apprenticeships for the events industry with a focus on the outdoor events sector.

Agreement activities

- A press release was issued in June and shared via our social platforms, media contacts, EA newsletter and the Events Apprenticeships website.
- We continue to engage with EIF members and subscribers of the Purple Guide to build awareness and the benefits of apprenticeships via Jim Winship and Steve Heap through our bi-weekly newsletter and social media posts.
- Events apprenticeships continue to reference outdoor events in our marketing campaigns, specifically our website
- We continue to recognise EIF's funding support for the Events Apprenticeship project and as a prominent partner relevant publications, reports and communications to the wider industry.

We are also pleased to confirm the following activity has also taken place:

Webinars

We have now run three introductory webinars with the last webinar focussed on the outdoor events sector with 81 registered and we will be following up with those registered to be invited to a 'deep dive' workshop to cover apprenticeships in more detail.

We have another event scheduled for 5 December which is being hosted by the MIA with a focus on venues, business events and how production / outdoor events feed into this via the apprenticeships programme to close the skills gap.

We have developed a webinar plan to continue these conversations over the next few months.

Our aim is to break the webinar series into levels:

- **Beginner (Level 1)** - Basic understanding and tools on how apprenticeships work, what we as EA are here to do / support with objective being to encourage companies



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to consider setting up an apprenticeship programme and helping them in the process.

- **Intermediate (Level 2)** – This will be a deep dive style workshop with companies who have programmes in place by sharing and developing best practice. Our plan is to run the first one early in the New Year.
- **Advanced (Level 3)** – aimed at companies who want to influence the shape of the programmes – this is already happening with our Trailblazer Groups, but we want to expand this next year.

We will continue to push the ‘beginner’ level to the wider industry with a focus on the outdoor event sector and will look to EIF to push this via the wider networks.

Marketing analysis

LinkedIn: 482 to 539 (150 impressions on our posts)

Database: 305

Google Ads: 4000 impressions (ad)

- 134 clicks
- 35 conversations on page

Website: 10k visitors since January

Campaigns: 70% open rate of all campaigns

National Apprenticeship week

- Visual case studies
- Building a bank of assets
- Working with Amazing Apprenticeships to promote the events
- industry as part of the whole apprenticeship story – with a focus on
- outdoor events, in conversation with Anna Morrison, CEO, who is keen to support and engage with Events Apprenticeships

Brand awareness and key collaborations

The Business of Events Policy discussion

Events apprenticeships were raised at various points over the course of the discussion as a viable alternative to entering the industry and should be promoted and embraced by industry to help resolve the recruitment crises we have.

Power of Events

Events Apprenticeships are recognised as one of the five routes into the industry and we have prominence within the career development campaign and on the website



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Collaborations

- **M&IT** – Article published in autumn / winter edition focussing on apprenticeship opportunities and event professionals exploring these to grow the workforce.
- **IfATE (Institute of Apprenticeships and Technical Education)** - We're fully engaged and working with them to raise the profile and awareness of the industry as well as being a partner to drive standard reviews with existing apprenticeships.
- We have 16 industry related apprenticeships on the website and will be adding more once initial reviews have taken place in relation to event related apprenticeships.
- **UCAS** - now recognises apprenticeships as part of its educational process, we are looking to work with them, directly and through third parties to integrate more information into their site.
- **Amazing Apprenticeships** – A not for profit focused on driving awareness and support of all apprenticeships (620) across the UK – we're in dialogue with them, the CEO spoke on your webinar and they will be helping us push the events industry message.

Trailblazer groups

- Launch of the Creative Industries Production Technician Level 3
- Crowd Management Apprenticeship trailblazer group in development and will be talking to them about the development / collaboration of existing apprenticeships with a focus on outdoor events
- We have 16 industry related apprenticeships now on the website and will be adding more once initial reviews have taken place via separate groups
- Events Apprenticeships trailblazer group are now in place - looking for more support from outdoor events to be part of this group - call out was sent to Jim and Steve.

Next actions

- Shift our focus on raising awareness of event apprenticeships to potential apprentices and influencers – we are planning to launch a campaign to coincide with National Apprenticeship Week 2024 (NAW24)
- Engaging with other key audiences - School / college students, educators/influencers, social groups, social Services, county Councils, key cities, ex forces, over 50's / returnships, prison reform/rehabilitation initiatives and job centres.
- **DEI** – is a major initiative across everything we are doing, we're very focused on opening up opportunities to people from more diverse, under privileged backgrounds.
- Continue to advocate for events apprenticeships with a focus on outdoor events throughout our campaigns and to continue engaging with the EIF network through Jim Winship and Steve Heap



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Contacts

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