



LifeSkills National Careers Week 2015

2nd-6th March 2015

Preparing the Nation for Work and Training

Over 1.5 million people took part in LifeSkills National Careers Week in 2014 - making it the biggest and most successful week in the promotion of careers for the UK.

NCW is a magical week for careers guidance - propelling it to the top of the educational agenda for a week with a focus and support platform like never before.

As NCW grows with new ideas, resources and sponsored activities, we continue to shape the new career market place with a time-based celebratory focus which benefits all stakeholders.

The NCW Regional Ambassador network ensured all regions of the UK were able to enjoy the celebration of free quality careers resources and activities - all sponsored by organisations committed to improving the careers choices for young people.

By supporting NCW2015 you are supporting people make that transition into the world of work with better informed careers decisions.

We invite you to join our careers revolution and get your message in front of the largest youth audience ever gathered for a careers campaign.

The Impact

From a standing start in 2010, National Careers Week has rapidly become the largest careers related initiative in the UK. NCW is a national campaign delivered locally resulting in 2014:

- Over 1.5 million student participation in careers activities across the UK.
- 20,000 page views from our NCW digital guide, reaching out to 155,000 individuals.
- Our social media posts made an instant impact resulting in the #NCW2014 hashtag being mentioned 17,000 times and reaching out to 2.5 million users.
- The NCW newsletters had an average of 75.6% open rate throughout the course of the week.

"LifeSkills National Careers Week 2014 was a great success, we're thrilled that an ever increasing number of schools are taking part, utilising LifeSkills resources and helping to improve students' employability."

Kirstie Mackey, Head of LifeSkills at Barclays

Want to stand out?

For any CSR, HR or social mobility agendas, we have a number of exciting ways for you to promote your organisation:

T: 01223 410 333

E: info@nationalcareersweek.com

W: www.nationalcareersweek.com



How to Get Involved

The NCW 2015 GUIDE

Have a full or half page spread in the NCW 2015 Guide which is circulated into Secondary educational establishments across the country and via our extensive social media feeds in early 2015.

Combined packages with the below available:

Theme Sponsor

Be a Theme sponsor of one of the exciting themes for 2015, receive all the benefits of the NCW 2015 packages below, plus:

- Full page spread in the NCW 2015 guide
- Additional PR support via high profile agencies and press

The NCW Package

- Dedicated email campaign during the peak activity period of National Careers Week to promote your programmes and opportunities. (Only one campaign available per day of NCW.)
- Promotion in the Careers Zone Supporters section in the monthly NCW newsletter
- Bespoke dedicated channel on the 2015 National Careers Week website – annual presence in the Careers Zone

The Legacy Package

- Promotion in the Careers Zone Supporter section in the monthly NCW newsletter
- Bespoke dedicated channel on the 2015 National Careers Week website

Careers Zone Package

- Bespoke dedicated channel on the 2015 National Careers Week website

All packages above include social media promotion through to May 2015 (NCW Package to October 2015), use of National Careers Week official logo and full metric reporting.

NEW for 2015

The Infographic Package

- Sponsor one of the NCW 2015 employment sector infographic cards

Twitter Chat

Ten opportunities available during peak activity time

- Thirty minute Twitter chat hosted by the NCW 2015 Twitter feed

Schools Engagement Package

- Matching up employers with Local schools

Website listing also available at a minimal charge for 12 months

Monday

Future Jobs, Future Skills

Tuesday

WEX, Internships, Volunteering & Gap Years

Wednesday

LifeSkills, Focus on Soft Skills

Thursday

Enterprise, Advice on Starting a Business

Friday

Apprenticeships, Jobs with Training

