



Apprenticeships

Ambassador Network

South East

Activities we are involved with

School and careers events

- Employer talks
- Industrial visits
- Interview techniques
- CV writing support
- Assemblies
- Work experience and taster days





Sponsorship and Supporting Apprenticeship events and celebrations

- Local and National Award Ceremonies
- Government promotional events eg T levels and Apprenticeships
- National Apprenticeship Week activities eg Sponsorship of Apprenticeship Charity Quiz Night and 'Flying the Flag' competition.
- Link with local MPs and Apprenticeship MP Ambassador for support and PR
- Disability Pride Brighton 2019
- Provision of Apprenticeship graduation badges and temporary tattoos for promotional events



Providing case studies and promotional materials

- Creation of regional Apprenticeship news and media stories
- Crafting Apprenticeship and Employer case studies
- Sponsorship of Degree Apprenticeship promotional film
- Employer information leaflets and powerpoint presentations





Promotion of Apprenticeships through Social Media

- Expansion of AAN footprint on twitter and Linked In.
- 165 followers on twitter:
@NetworkSeaa
- 72 connections on Linked In:
SE Apprenticeship Ambassador Network
- Coming next: SE AAN website currently under construction

Advocacy to employers new to Apprenticeships

- Examples:
- 1:1 support
- Group support
- Links with local FSB and Chambers of Commerce
- Levy transfer guidance
- Increasing our membership. Currently 69 active Ambassadors.
- Encouraging employers to promote the Young Apprenticeship Ambassador Network (YAAN) to their own Apprentices





Providing insight to government departments on all things Apprenticeships.

- **Feeding back employer views on Apprenticeships, Traineeships, T levels, levy transfers**
- **Lobbying MPs**
- **Participation in ESFA consultations**
- **Involvement with new Standard developments**
- **Sharing good practice within the network eg 20% OTJ training, using the Apprenticeship Service**





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Providing a strategic link with
the SE Young Apprenticeship
Ambassador network



- 178 Young Apprenticeship Ambassadors in the SE.
- Focus is on attending school and career events to promote Apprenticeships
- Used as promotional case studies
- Activities can be counted as part of 20% OTJ training if they can be linked to behaviour, knowledge and skills of the Standard.

