



# ***National Finals - WorldSkills UK Competitions*** ***Communications and Resources Support Pack***

Celebrate your apprentices and learners as they compete at WorldSkills UK LIVE  
[#SkillsLIVE](#)



## Introduction

**The UK's top apprentices and learners are going for Gold in the National Finals at WorldSkills UK LIVE, which takes place at the NEC from 15 – 17 November, 2018.**

To be named a WorldSkills UK finalist is a great achievement. Over 3,000 people from all over the UK registered to take part in this year's competitions.

Proven to help young people, from all backgrounds, Go Further, Faster, in their training and chosen careers, WorldSkills UK Competitions have been creating an excitement and passion for learning in young people for 65 years.

Working with you, we want to shout about the success of your talented apprentices and learners and we hope this pack will provide you with the template resources to do just that.

You can attend WorldSkills UK LIVE for free by registering [here](#) Places are going fast, so make sure you sign up today, so you can capture images of your apprentices and students competing. To register for a media pass please email [Kate Moloughney](#)

The Medal Ceremony, where Gold, Silver and Bronze Medallists are honoured will take place on the evening of Saturday 17 November. This is a closed event, but images of Gold Winners will be available from Monday 19 November from [WorldSkills UK Flickr](#).

Celebrating those that compete in the WorldSkills UK National Finals enables us all to create world-class Skills Champions who go on to inspire others to follow in their footsteps.

# **WorldSkills UK: A Clear Vision and Purpose**

## **What we do**

We are an accelerator for young people in the start-up phase of their careers, fast tracking their development.

## **Why we do it**

To change the national conversation so that apprenticeships and technical education are seen as prestigious career routes for all young people.

## **How we do it**

Through skills competitions; experiential and digital careers advice; and mindset and productivity insights.



# Top five ways to show your support

## 1. Shout about your organisation's success on social media

Include updates on how your apprentices and students are preparing to compete in the competitions, through to them taking part at WorldSkills UK LIVE and their potential medal success using **#SkillsLIVE**

Tag **WorldSkills UK** in your social media messages and make sure you are following us:

 @worldskillsuk

 WorldSkills UK

 @worldskillsuk

 WorldSkills UK

Template social media messaging is available on page 5. The social media handles of the organisations that WorldSkills UK partners with to run our Competitions are listed on page 8.

## 2. Get your whole organisation behind WorldSkills UK Competitions

Include news about your involvement in WorldSkills UK Competitions on your website, in your internal communications and in communications to external audiences.

Ask your apprentices and students to blog, give presentations and talk to potential 2019 entrants about their competition experience.

## 3. Contact your local MP

Ask them to help promote your organisation's involvement in WorldSkills UK Competitions and invite them to meet with your apprentices and students as they prepare to compete at WorldSkills UK LIVE.

## 4. Make sure you tell your local media

Template press releases are included on pages 6 and 7 to support you in generating media coverage about the involvement of your apprentices and students in WorldSkills UK Competitions.

FE Week is the Media Partner of WorldSkills UK and will be covering the National Finals at WorldSkills UK LIVE.

Tes is the Education Partner of WorldSkills UK and will be covering WorldSkills UK LIVE.

## 5. Encourage your apprentice/ learner to join the WorldSkills UK Champion Programme

The Competition journey doesn't have to end at WorldSkills UK LIVE. By joining our WorldSkills UK Skills Champion programme, former competitors become part of an inspiring network of role models and advocates, talking up the essential role of apprenticeships and technical careers in the UK.

Find out more and encourage your apprentices and students to register **here**

# Social Media Messaging

Please make sure you tag WorldSkills UK in your social media messages and make sure you are following us:

## Suggested Messaging:

### Finalists Announcement which will be made on 10 September

- (add name) triumphed to be named as one of the finalists of **@WorldSkillsUK** #SkillsCompetitions in (add skill and Competition Organising Partner handle). Visit **@WSUKLIVE** for free to watch them compete #SkillsLIVE [www.worldskillsuk.org/book](http://www.worldskillsuk.org/book)
- We are thrilled that (add name) has won a place at the National Finals **@WorldSkillsUK** (add Competition Organising Partner) #SkillsCompetitions. They will be competing at **@WSUKLIVE** to be named the best in the country at (add skill). [www.worldskillsuk.org/book](http://www.worldskillsuk.org/book)

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### Count down to the National Finals

- The National Finals of **@WorldSkillsUK** #SkillsCompetitions are only days away! Make sure you show your support for our (insert skill) (add name) who will be competing against young people from around the country
- The National Finals of **@WorldSkillsUK** #SkillsCompetitions are only days away! You can watch (add name) compete against young people from around the country to be named the best at (add skill). Book your FREE ticket to watch [www.worldskillsuk.org/book](http://www.worldskillsuk.org/book)

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### Congratulations to Medallists

- Huge congratulations to (add name), who competed at the National Finals of **@WorldSkillsUK** (insert Competition Organising Partner handle) #SkillsCompetitions and was named the best in the country at (add skill)!
- We have a winner! (add name), who competed at the National Finals of **@WorldSkillsUK** #SkillsCompetitions, has been named the best in the country at (add skill)!



@worldskillsuk



WorldSkills UK



@worldskillsuk




WorldSkills UK

# Template Press Releases

## Announcement Press Release

WorldSkills UK will be announcing those taking part in the National Finals on Monday 10 September, the announcement is embargoed until 9:00am on that date.

### Local (insert skill) to compete to be named UK Champion



A (insert apprentice / student) from (insert organisation) has fought off tough competition to secure a place in the prestigious national finals of the WorldSkills UK Competitions.

(Insert name, age, hometown) will compete against other (insert skill) from all over the UK in front of over 70,000 visitors at WorldSkills UK LIVE. Taking place from 15 – 17 November at the NEC, WorldSkills UK LIVE is the country's largest experiential skills, apprenticeships and careers event and is free to attend.

(Insert quote from organisation)

WorldSkills UK Competitions are run in over 60 skill areas and are proven to help people go further, faster in their training and chosen career. The WorldSkills UK Competition in (insert skill) is run in partnership with (insert Competition Partner listed on page 8).

#### **Dr Neil Bentley, Chief Executive, WorldSkills UK said:**

"I offer my congratulations to (insert name / organisation). "Our competitions equip apprentices and learners with the lifelong, world-class skills that will drive up training standards to the highest level to help boost UK productivity and competitiveness."

(Insert name) will now spend from now until November in training for the WorldSkills UK Competitions, supported by (insert name of training organisation).

\*If successful in the National Finals (insert name) could be invited to join the WorldSkills UK training programme for the international WorldSkills Competition where they could be selected to represent the UK in their chosen skill. (Please check information on page 8 to see if Competition leads to WorldSkills).

# Template Press Releases

## Results Press Release

The results of the WorldSkills UK National Finals will be announced at the Medal Ceremony on the evening of Saturday 17 November.

### Local (insert skills) named best in the county

A (apprentice / student) from (insert organisation) has won the Gold Medal at the WorldSkills UK Competitions to be named the National Champion in (insert skill).

(Insert name, age and hometown) competed against the UK's top (insert skill) from all over the UK in front of over 70,000 visitors at WorldSkills UK LIVE. Taking place from 15 – 17 November at the NEC, WorldSkills UK LIVE is the country's largest skills, apprenticeships and careers event.

(Insert quote from Medallist)

WorldSkills UK Competitions are run in over 60 skill areas and are proven to help people go further, faster in their training and chosen career.

#### **Dr Neil Bentley, Chief Executive, WorldSkills UK said:**

"Congratulations to (insert name), it is a fantastic achievement.

"The competition was fierce and the standards very high. All of (insert name's) hard work and dedication has been rewarded and we at WorldSkills UK salute you.

"Our competitions equip apprentices and students with the lifelong, world-class skills that will drive up training standards to the highest level to help boost UK productivity and competitiveness."

\*Following their success, WorldSkills UK has invited (insert name) to join the training programme for the WorldSkills Shanghai 2021, where they could be selected to represent the UK in (insert skill) on the world stage.

\*Please only add if the Competition is shown on page 7 to lead to the international WorldSkills Competition.

# WorldSkills UK Competition Organising Partners

Our competitions are run in partnership with organisations from industry and education.

Competition	Competition Organising Partner	Twitter handle
Health and Social Care*	ACTAN	
Customer Service	Activate Learning	@Activate_Learn
Fitness Trainer: Personal Trainer	AoC Sport	@AoC_Sport
Plumbing*	BPEC (British Plumbers Employers Council)	@BPEC1
Floristry*	The British Florist Association	@The_BFA
Butchery	Cambrian Training	@CTCwbl
Graphic Design	Carshalton College	@CarshaltonAC
Bricklaying*/ Cabinet Making*/ Carpentry*/ Joinery*/ Painting and Decorating*/ Plastering / Plastering and Dry Wall Systems*/ Roofing: Slating and Tiling/ Stonemasonry*/ Wall and Floor Tiling*	CITB / SkillBuild	@CITB_UK
Beauty Therapy (Body)* / Beauty Therapy (Hands and Face) / Media Makeup (Body) / Fashion and Photographic Make-Up / Nail Technician	Coleg Cambria	@colegcambria
Forensic Science	Complete Forensics	@Com_Forensics
Confectionery and Patisserie* / Culinary Arts* / Restaurant Service*	Craft Guild of Chefs	@Craft_Guild
Refrigeration and Air Conditioning*	Datateam Business Media Group	@Skillfridge
Web Design*	Highbury College, Portsmouth	@HighburyCollege
Landscaping*	Horticultural Trades Association (HTA)	@The_APL
Automotive Body Repair* / Automotive Refinishing* / Automotive Technology*/ Heavy Vehicle Engineering	Institute for the Motor Industry	@The_IMI

Competition	Competition Organising Partner	Twitter handle
Hairdressing*	L'Oréal	@loreal talent
Electrical Installation*	NET (National Electrotechnical Training)	@SkilleLECTRIC
IT Software Solutions for Business / IT Support Technician / Network Infrastructure Technician/ Network Systems Administrator*	Northumberland College	@NorthlandColl
Digital Video Production	North Warwickshire and Hinckley College	@nwhcnews
Aeronautical Engineering: Avionic / Aeronautical Engineering: Mechanical* / Automation/ CNC Milling*/ CNC Turning*/ Construction MetalWork*/ Industrial Electronics*/ Manufacturing Team Challenge*/ Mechanical Engineering: CAD*/ Mechatronics (Higher)* / Robotics*/ Sheet MetalWork Technology*/ Welding*	Semta	@SemtaSkills
Industrial Control*	Siemens	@SiemensUKNews
3d Digital Game Art*	Cheshire College (South and West)	@CheshireCollSW
Fine Jewellery Making	The Goldsmiths' Company	@GoldsmithsCo

\*Competition leads to WorldSkills International Competition.

Inclusive skills Competition	Competition Organising Partner	Twitter handle
ICT / Media / Catering / Fitness Instructor / Hairdressing/ Restaurant Services / Health Life Sciences / Horticulture/ Woodworking	Natspec	@Natspec



# Our core brand logo: WorldSkills UK

Download the logo from <https://www.worldskillsuk.org/resources>

## Use of logo

The WorldSkills UK logo is to be used on assets that represent the parent organisation.

The logo should always be reproduced from original artwork. Never alter, redraw or recreate the logo in any way.

## Logo variants

The logo is to be reproduced in full colour. Where this is not possible a mono black or white version is available.

## Exclusion zone

The logo should always be surrounded by an area of clear space, free from other graphic elements. The minimum clear space around the logo should be equal to the width of the letter 'w' in the logo.

## Minimum size

The minimum size is the smallest size at which the logo can be reproduced. It is not a recommended size and should only be used when space is very limited.



Full colour positive logo and exclusion zone



Mono white logo



Mono black logo





For more information on **WorldSkills UK**  
Communications, please contact Kate Moloughney on:

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**T:** 07810156478

**W:** [WorldSkills UK](#)

