



Higher
Horizons+

PROGRAMME OF EVENTS



Apprenticeships

National Apprenticeship Week 2021
8 to 14 February

Higher Horizons+ together with The Inspirational Learning Group are delighted to provide an engaging insight into the World of Apprenticeships!

Higher Horizons are part of the Uni Connect Programme, funded by the Government to deliver free and impartial higher education outreach to schools and colleges across Staffordshire, Shropshire and Cheshire.

Throughout the week you will hear from local employers and apprentices, describing their experiences of apprenticeships and explaining why they could be a great progression route for your future career!

There will be practical activities to complete, the opportunity to ask questions directly to our panel of experts and information specifically for teachers, parents and guardians.



#NAWHIHO21

WHAT IS NATIONAL APPRENTICESHIP WEEK?

“Build the Future” is the theme for NAW2021.

From the 8th to the 14th February we will be encouraging young people across our region to explore how apprenticeships help individuals to build the skills and knowledge required for a rewarding career.

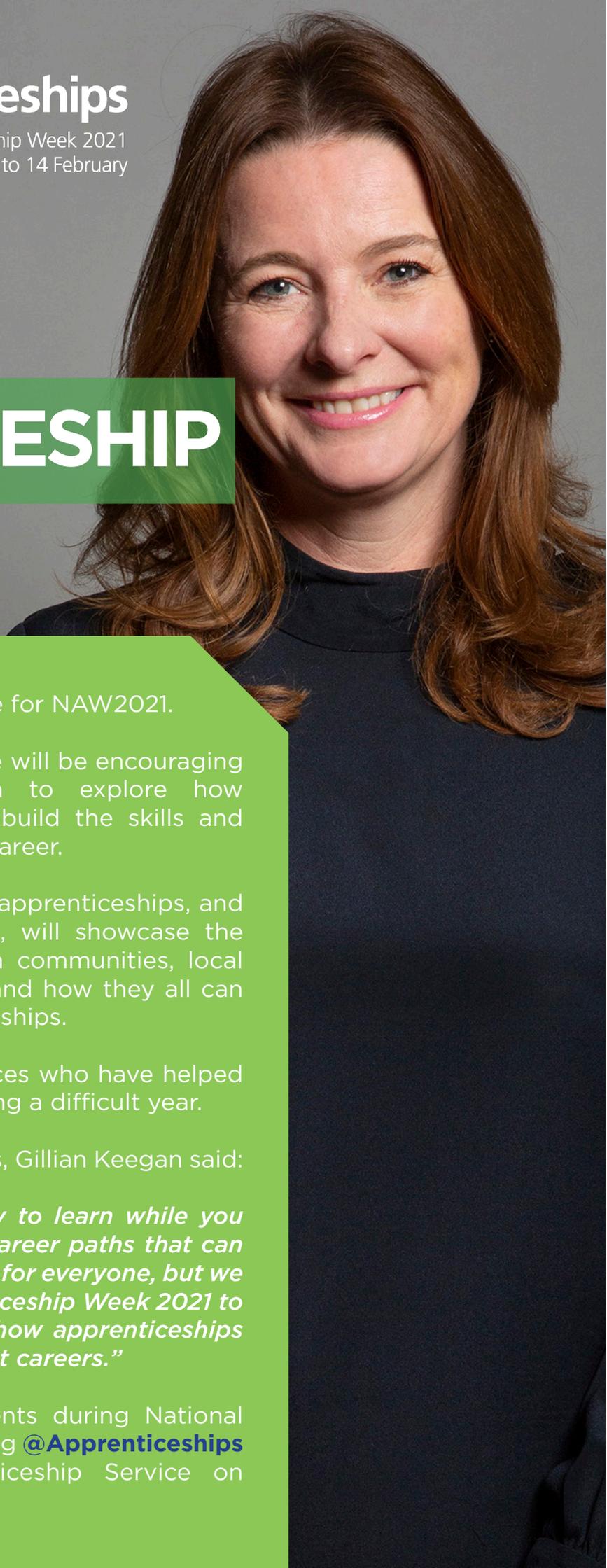
This is the 14th annual celebration of apprenticeships, and events taking place across England, will showcase the impact apprenticeships can have on communities, local businesses and regional economies and how they all can benefit from the impact of apprenticeships.

Join us as we celebrate the apprentices who have helped their businesses adapt and grow during a difficult year.

Minister for Apprenticeships and Skills, Gillian Keegan said:

“Apprenticeships are a fantastic way to learn while you earn, opening up new and exciting career paths that can transform lives. It’s been a tough year for everyone, but we want the theme for National Apprenticeship Week 2021 to be a springboard to look ahead to how apprenticeships can futureproof workforces and boost careers.”

You can keep up to date with events during National Apprenticeship Week 2021 by following **@Apprenticeships** on Twitter, and National Apprenticeship Service on LinkedIn.





WHAT IS TAKING PLACE?

Every day there will be a variety of workshops broadcast live through the TILG Virtual platform.

There will be a mixture of live content from your host for the week and some pre-recorded content from the businesses and apprentices who have given up their time to support the week.

There will also be some practical tasks for you to complete with the opportunity to win £25 in Amazon vouchers! You can find out more about these tasks in the morning sessions.

All of the content will be available to replay on your TILG Virtual account, so if you do miss anything throughout the week you can always watch it at a later date, although we hope that you can join us every day and interact with the live workshops!

During each session you are encouraged to message the team using the chat function provided on the system. This will connect you with a range of people who are happy to help including TILG team members, Higher Horizons Hub Officers and the various speakers who you will hear from throughout the week.



YOUR HOST FOR THE WEEK

Liam Brookes

Liam is the Delivery Manager at The Inspirational Learning Group. In his role Liam manages a team from all over the country delivering workshops in schools across the UK. He's worked with 60,000 young people since 2016 and having already completed a Level 3 apprenticeship in Digital Marketing, he is now about to complete a Level 6 apprenticeship in Professional Management giving him a BA(hons) and Chartered qualification.

Liam will be available throughout the week through TILG Virtual to answer any questions that you might have about his experiences of apprenticeships.



MONDAY 8TH FEBRUARY

9.00 AM

An introduction to the week and the launch of an exploratory task with **The Pay Index**, which will help you to discover some of the possible financial rewards of completing an apprenticeship.

12.30 PM

A guest panel including **Higher Horizons+**, **Franklyn Financial Management**, teaching staff from **Ormiston Meridian Academy** and **Staffordshire University** discussing the 'Benefits of completing an apprenticeship in 2021 Britain'.

3.00 PM

This session will provide information about what **Higher Apprenticeships** are and some of the benefits of completing them. There will also be interviews with **PM Training** and some of their current higher apprenticeship students.





TUESDAY 9TH FEBRUARY

9.00 AM

UnKnown Marketing want you to join their creative and digital team to develop your marketing skills. Students will be set the task to create a new marketing plan for a business of their choice!

12.30 PM

Guest talk from **PwC** providing an insight as to what skills young people need when thinking about a Higher or Degree Apprenticeship.

3.00 PM

A guest panel including current **Degree Apprentices** from **Siemens, SAS Daniels, Franklyn Financial Management** and from the **automotive industry**.

WEDNESDAY 10TH FEBRUARY

9.00 AM

An industry related activity set by **Balfour Beatty** to understand how Project Developers manage the construction of new homes.

12.30 PM

First hand accounts from **Balfour Beatty** explaining why employers recruit apprentices and the types of opportunities available in their business, and the wider industry.

6.00 PM

This session, held with **PwC**, will discuss why employers value apprentices and the career benefits of completing an apprenticeship. We will also be breaking down common misconceptions about apprenticeships.

THURSDAY 11TH FEBRUARY

9.00 AM

PwC will be setting an industry task to develop your understanding of their business and sector.

12.30 PM

An academic perspective from **Staffordshire University** discussing the benefits of completing an apprenticeship and the opportunities that they can offer students.

3.00 PM

This session with **Higher Horizons+** will discuss how apprenticeships are funded.

FRIDAY 12TH FEBRUARY

12.30 PM

Announcements of the winners from the weeks industry tasks and closing speech from **Higher Horizons+**.



THANK YOU

 to all of our speakers for supporting National Apprenticeship Week 2021.



Higher
Horizons+

A message from Higher Horizons+

Higher Horizons+ is a group of universities who work together to offer information and advice about university and higher education to young people in Year 9 to Year 13. We work with targeted schools across Staffordshire, Cheshire and Shropshire through our four hubs based at Keele University, Staffordshire University, Chester University and Harper Adams University. Through our funding we provide exciting new outreach activities, campus days, projects and residential.

This week's programme of events is part of our commitment to promoting the wide range of opportunities in higher education available to young people.

We are thrilled to be working with The Inspirational Learning Group to provide a programme of events for National Apprenticeship Week. We would like to thank all of the schools and businesses who have helped us to produce this week and hope that you find out lots of new information about apprenticeships.

Across the week we encourage all of those taking part to tweet us using **@Higher_Horizons** and our official hashtag for the week **#NAWHiHo21**. For maximum exposure of your involvement, we also recommend that you tag **@TILG_UK** in any of your tweets.

To find out more about our services, resources or any way that we might be able to help you. You can email **ncop@keele.ac.uk** or visit our website today!

 www.higherhorizons.co.uk



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