



**Event name:**

National Apprenticeship Expo (nae2k12)

**Event dates and times:**

Dates & Venue	Times	Fee
Thursday 4th October 2012 @ the Southampton Guildhall	From 10.00am to 5.00pm	Free of charge
Friday 5th October 2012 @ the NEC Birmingham	From 10.00am to 5.00pm	Free of charge
Saturday 6th October 2012 @ the Alexandra Palace London	From 10.30am to 4.30pm	Free of charge

**Event description:**

Unsure about what to do? College, university or get a job? The National Apprenticeship Expo 2012 is a series of three bold, unique and innovative exhibitions dedicated to apprenticeships. nae2k12 will give its visitors in Southampton, Birmingham and London the opportunity to meet colleges, academies, professionals and career advisers, to gather information as well as understand the range of apprenticeships and routes available in different sectors providing training. The event will feature open conferences, debates (where you will have your say) and workshops (some run by apprentices themselves) to help you getting a head start on your career. And yes, it is free! And more, on arrival each visitors will receive a welcome goody bag completed with freebies.

**What is the inspiration behind the Apprenticeship Expo?**

The concept of nae2k12 has been inspired by similar events in France which have been running for years. These events are very popular and the level of participation and the quality of information available to young people is incredible. But what we are doing with nae2k12 is giving it a unique identity and purpose. I am very passionate about the Expo and I have no doubt it will be a great success.

**nae2k12 will provide a**

Critical tool for students, school leavers and jobseekers and individuals seeking apprenticeship training.  
Meet colleges, academies, professionals and career advisers.  
Powerful Networking tool for visitors, colleges and employers.  
A new platform to explore and develop alternative routes, non-academic and vocational.  
Expo coming to Southampton, Birmingham and London.

**Who should attend and what can they learn?**

Young people between the ages of 15 to 25 seeking face-to-face education advice and career advancement opportunities. To include parents and carers, they are a key influencers in their children's life, as well as educational and career advisers as they play a key role in influencing decision making of young people. In other words Students, School leavers but also those seeking a career change, a professional reconversion through higher apprenticeship.

What can they learn:

- ⇒ more about apprenticeships with clear information presented to them
- ⇒ about opportunities
- ⇒ about looking and applying for a placement
- ⇒ about writing a CV and cover letter
- ⇒ about job interviews, the do's and dont's and how to be prepared
- ⇒ learn from apprentices and their experiences
- ⇒ this is all about how to grab all the chances presented to you, and make them work towards you and not against you.

Unfortunately, the reality of the current economic situation is that youth unemployment is at an all time high, university tuition fees rising, and competition is fierce to get a qualification and a job. nae2k12 is creating a brand new tool at a national level.



### Event target audience:

The main visitor audience will be young people between the ages of 15 to 25 seeking face-to-face education advice and career advancement opportunities, to include parents, carers, educational and career advisers. nae2k12 will be promoted to the following audiences:

- ↳ Students.
- ↳ School leavers.
- ↳ Those seeking a career change, a professional reconversion through higher apprenticeship.

### New ♦

Truly and totally dedicated to Apprenticeships

Informative platform - For people: who are looking to explore and consider their professional future and there is a real sense of professionalism.

### Unique & Bold ♦

Unique: Have your say share your expertise: visitors will have the opportunity to chose some of the Conference subjects, to discuss what concerns them the most, nae2k12 is giving people a voice and an opportunity to have their questions answered. Which means there will be lots of opportunity to exchange information and views.

Uniqueness: nae2k12 Founder & Director Salèha Pinhorn an entrepreneur and a Mum of three: as completed an apprenticeship too! Bringing her personal touch and passion to provide the best to visitors, sponsors and exhibitors.

The scale of the event is bold: it is coming to Southampton, Birmingham and London! England's largest cities!

### Innovative ♦

Vision: to offer in one room, clear advice and information, recruiting opportunities, experience opportunity, networking opportunity.

Event Identity: apprentices are invited to be part at the heart of the event (Apprentice Junior Media Team, Apprentice Speaker, Apprentice advisor in the workshop).

Format: the exhibition is packed full of conferences, workshops and held at fantastic venues in accessible locations across the UK.

Structured day: Each day is structured to suit visitors, several workshops will be open at each venues throughout the day to discuss what concerns young people the most, to answer questions, to guide, to give help and advice on CV, interviews. Various themed debates will take place in dedicated conference room.

### Online registration:

Individual bookings: <http://www.nae2k12.co.uk/Tickets/Individual-Booking>

Group bookings: <http://www.nae2k12.co.uk/Tickets/Group-booking>

### Contact details for consumer:

[www.nae2k12.co.uk](http://www.nae2k12.co.uk)

General information: [info@nae2k12.co.uk](mailto:info@nae2k12.co.uk)

### Organiser:

nae2K12 - Crimson Events Management Ltd - Registered in the UK 07639724 Registered VAT 120 3073 75

