

**THE SCHOOL &
COLLEGE
RESOURCE GUIDE
NATIONAL
APPRENTICESHIP
WEEK 2025**

**FREE RESOURCES AND SUPPORT
TO CELEBRATE #NAW2025**

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This guide is designed to provide you with a useful overview of everything you will need to help you celebrate National Apprenticeship Week in your school or college. We hope you find it useful and have a brilliant NAW2025!

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INTRODUCTION: #NAW2025

What is National Apprenticeship Week?

National Apprenticeship Week (NAW) is the biggest week in the apprenticeships' calendar!

It is an annual, week-long celebration of apprenticeships and everyone involved with them. The week brings together the entire apprenticeship community to celebrate the value, benefit and opportunity that apprenticeships bring.

Key facts about the week:

- 2025 will be the 18th National Apprenticeship Week, having originally started in 2007.
- The week runs from Monday 10th – Sunday 16th February 2025.
- It includes thousands of activities and events, both in person and online, across England.
- There will be a huge media presence, with interviews and news articles throughout the week.
- Each year, the week has a theme. This year it is 'Skills For Life'.
- The Department for Education has also released a series of toolkits:
 - An overall toolkit
 - Employers & stakeholders toolkit
 - Schools & colleges toolkit
 - Apprentices & individuals toolkit
 - T Levels Thursday toolkit

All toolkits can be downloaded here:

naw.appawards.co.uk



NATIONAL APPRENTICESHIP WEEK 2025 10-16 February

Why should schools and colleges get involved?

Schools and colleges play a key role in ensuring that students, their families and teachers are informed about apprenticeships (and other post-16 and post-18 options).

The week provides a central focus and opportunity for schools to position apprenticeships as a positive and exciting option, showcasing the wide range of employers, apprentices and their success stories.



SKILLS FOR LIFE



NATIONAL APPRENTICESHIP WEEK 2025



GETTING STARTED

It's a big week, and there will be a lot happening. Use these simple resources as a way to familiarise yourself with what's available and how the week works.

amazingapprenticeships.com/naw



NAW OVERVIEW FILM (4 MINUTES)

This useful film provides an overview of the week and the free resources available for you to use, all in just 4 minutes!

amazingapprenticeships.com/resource/naw-4-minute-explainer-film



PLANNING WEBINARS (30 MINUTES - 1 HOUR)

Catch up on the planning webinar where we explain how the week works, walk you through the resources available and answer any questions that you have.

amazingapprenticeships.com/workshops-webinars



25 WAYS TO CELEBRATE THE WEEK

We have put together a useful document detailing 25 different activity ideas to inspire you to celebrate National Apprenticeship Week in your school or college. Download the guide from:

amazingapprenticeships.com/resource/25-ways-to-celebrate-naw2025-schools/



ANY QUESTIONS?

If you would like to talk through any of your ideas, please get in touch and one of our team will be happy to help.

Hello@amazingapprenticeships.com

PLAN YOUR WEEK

The Department for Education sets daily themes for the week. These are suggestions only - we encourage you to create and take part in any activity to showcase apprenticeships during the week.

MONDAY 10 FEBRUARY

SKILLS FOR LIFE - recognising how apprenticeships and skills opportunities are available across the year for all learners, whatever their backgrounds, across all sectors of the economy.

TUESDAY 11 FEBRUARY

EMPLOYER TUESDAY - Celebrating the wide range of employers, of all sizes, offering and creating apprenticeships to support the development of their workforce.

WEDNESDAY 12 FEBRUARY

APPRENTICE WEDNESDAY - highlighting the inspirational stories of apprentices of all ages and backgrounds, sharing their apprenticeship journeys, demonstrating the incredible opportunities that exist.

THURSDAY 13 FEBRUARY

T LEVEL THURSDAY - With new T Level subjects on offer, and many T Level students successfully progressing on to apprenticeship programmes, there's a lot to celebrate! Raise awareness of T Levels amongst students, staff, parents and carers.

FRIDAY 14 FEBRUARY

CELEBRATION FRIDAY - Celebrating the talent, success, and the amazing accomplishments created by apprenticeships. Discover how apprenticeships help to change lives and offer a great opportunity to gain the skills needed to further your career.




SATURDAY 15 - SUNDAY 16 FEBRUARY

THE NAW WEEKENDER - Look back at the highlights from NAW! Share the best bits from the week! Show the country what you have done during NAW 2025 and inspire young people to consider apprenticeships and skills as a route into a successful career.

PLAN YOUR WEEK






We've taken our most popular resources, and have plotted these into helpful categories for you when planning your week. Whatever you're able to do, we've got resources to help you.

ASSEMBLY IDEAS

ACTIVITY IDEAS	LINKS	PREP. REQUIRED	MINUTES
<p>Assembly film Show this animated film, answering some of the key questions around apprenticeships, covering what you can expect and the range of opportunities available.</p>	 amazingapprenticeships.com/resource/the-apprenticeship-assembly-film	<p>Film is subtitled but is better with sound.</p>	<p>10 mins</p>
<p>The Big Assembly Show The Big Assembly, a free live assembly broadcast with information about apprenticeships from a variety of perspectives.</p>	 bigassembly.org	<p>Visit the website and find out more.</p> <p>Decide whether to watch live or on catch up.</p> <p>Requires sound. and internet connection.</p>	<p>Approx. 30 mins</p> <p>Can be watched live or on catch up</p>
<p>The ASK Programme The ASK programme supports schools and colleges in England to increase awareness of apprenticeships and T Levels. Book your sessions for any time in the year and you will be supported by someone from the ASK team.</p>	 amazingapprenticeships.com/about-ask	<p>Submit your request to be supported by the ASK programme and they will be in touch to discuss the options.</p>	<p>30 - 60 mins</p>




PLAN YOUR WEEK

FORM / TUTOR TIME

ACTIVITY IDEAS	LINKS	PREP. REQUIRED	MINUTES
<p>Apprenticeships quiz Test your students' knowledge of apprenticeships with our fun quiz.</p>	 <p>amazingapprenticeships.com/resource/the-apprenticeship-quiz-2025/</p>	<p>Share the link with students.</p>	<p>10-15 mins</p>
<p>Apprenticeships Arcade Engage students with this suite of online games providing interactive ways to explore and learn about apprenticeships.</p>	 <p>amazingapprenticeships.com/apprenticeship-arcade</p>	<p>Decide group or individual, and which of the games you would like them to play.</p> <p>Share overall link with students or individual game links.</p>	<p>Flexible</p>
<p>Apprentice Films Visit our Apprentice Stories page and share our apprentice films with students or allow them to explore and watch independently.</p>	 <p>amazingapprenticeships.com/ncw</p>	<p>Decide which films to show or share the link with students.</p>	<p>Films are 2 - 5 mins each</p>
<p>Higher & Degree Listing Explore the vacancy listing with your students and use the accompanying teacher resource with six lesson activity ideas.</p>	 <p>amazingapprenticeships.com/higher-degree-listing</p>	<p>Decide which activities to do from the teacher resource or create your own.</p> <p>Share the listing with students online or print it for them.</p>	<p>Flexible</p>
<p>NAW student activity pack & teacher answer booklet An activity pack designed for students in years 7 – 13 containing ten different activities Available as a Word document for easy editing.</p>	 <p>amazingapprenticeships.com/resource/ask-naw2025-student-activity-pack</p>	<p>Decide if you are going to use individual activities from the pack or the whole pack.</p> <p>Print or share online with students. Don't forget the teacher answer booklet too!</p>	<p>Flexible</p>

PLAN YOUR WEEK

LUNCHTIME AND CROSS-SCHOOL/COLLEGE ACTIVITIES

ACTIVITY IDEAS	LINKS	PREP. REQUIRED	MINUTES
<p>Apprenticeship stall Set up a stall in a 'high traffic' area with lots of apprenticeship information. Give students the chance to ask questions and explore resources.</p>	 amazingapprenticeships.com/resources	<p>Plan which resources to use and print them.</p>	<p>30-60 mins</p>
<p>Lunch and learn Invite past pupils / local employers to run an interactive demonstration each lunchtime, allowing students to find out more about apprenticeships</p>	 <p>See page 20-21, Sourcing Speakers</p>	<p>Inviting speakers, making the arrangements, publicising it to students / inviting them to attend. Managing the set up and evaluation.</p>	<p>30-60 mins</p>
<p>Run a competition Encourage students to get creative by setting a subject level or school/college wide competition about apprenticeships. Students could design a poster, create a resource about a local business, interview a current apprentice and create a case study - the opportunities are endless. Invite a local employer to judge the competition and give out a prize for the winner!</p>	 <p>You could use the resources on your website, in classrooms and corridors to inspire your students.</p> <p>amazingapprenticeships.com/resources</p>	<p>Deciding the competition, which students and year groups will enter, and how it will be judged.</p>	<p>Flexible</p>

AN EXAMPLE

STUDENT ACTIVITIES

	FORM TIME	ASSEMBLY	PSHCE LESSON
MONDAY	<i>KS3 and year 10 - assembly film</i>	<i>Year 11 - Assembly Film</i>	<i>NAW activity pack</i> <i>Arcade games</i> <i>ASK Workshop with 6th form</i>
TUESDAY	<i>KS3 and year 11 - Big Assembly</i>	<i>Year 10 - Big Assembly</i>	
WEDNESDAY	<i>Big apprenticeships quiz</i>	<i>6th form - alumni apprentice visit</i>	
THURSDAY	<i>Explore apprentice films page</i>		
FRIDAY	<i>Arcade games</i>		
SATURDAY	<i>Share arcade games on google classroom for students to complete over the weekend</i>		
SUNDAY	<i>Subject teachers to set home learning ideas from subject-led resources</i>		

OTHER ACTIVITIES

	LUNCH TIME	STAFF ACTIVITIES	SOCIAL MEDIA
MONDAY	<i>Apprenticeships stall - all week</i> <i>Apprenticeships competition</i>	<i>Show assembly film in briefing</i>	<i>Share Amazing Apprenticeships social posts!</i>
TUESDAY			
WEDNESDAY			
THURSDAY		<i>Share apprentice alumni stories</i>	
FRIDAY			
SATURDAY			
SUNDAY			

PLAN YOUR WEEK

Print
me!

STUDENT ACTIVITIES

	FORM TIME	ASSEMBLY	PSHCE LESSON
MONDAY			
TUESDAY			
WEDNESDAY			
THURSDAY			
FRIDAY			
SATURDAY			
SUNDAY			

OTHER ACTIVITIES

	LUNCH TIME	STAFF ACTIVITIES	SOCIAL MEDIA
MONDAY			
TUESDAY			
WEDNESDAY			
THURSDAY			
FRIDAY			
SATURDAY			
SUNDAY			

SUBJECT-LED RESOURCES

More subjects added by popular demand!

A fantastic range of resources are available for teachers to use with students in the classroom. All resources can be downloaded from:

www.amazingapprenticeships.com/naw

19 X SUBJECT LESSONS THEMED ON APPRENTICESHIPS

We have created a collection of subject lesson activities designed to inspire students to explore and understand apprenticeships. Each subject bundle comes with a Teacher Activity Guide, Student Worksheet, accompanying PowerPoint and Home Learning idea!

- Art and Design
- Business
- Computing
- Drama
- English
- Food Technology
- Geography
- History
- Law **New for 2025!**
- Maths
- Modern Foreign Languages
- Music
- Physical Education
- Psychology **New for 2025!**
- Religious Studies
- Science
- Sociology **New for 2025!**
- Technology
- Textiles **New for 2025!**



To access the full range of subject-led resources, visit:

amazingapprenticeships.com/subject-led-bundles/

SUPPORT FOR SUBJECT TEACHERS

Use this new guide to support subject teachers with delivering the activities. We suggest sharing this with colleagues, along with the resources, well in advance of NAW if possible. Download the guide here:

amazingapprenticeships.com/resource/how-to-use-the-subject-led-resources



SUBJECT POSTERS



We have updated our collection of colourful and informative subject posters linking to potential apprenticeship careers. Download the poster that links to your subject and display it in your classroom or corridor.

amazingapprenticeships.com/subject-led-bundles/

SUPPORTING ALL STUDENTS

Apprenticeships are for everyone. Use our range of resources to support students with SEND and visit our new SEND zone: amazingapprenticeships.com/send/



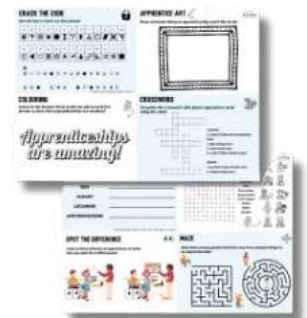
Image-led guide to apprenticeships



Key apprenticeships terms infographic



Infographic on finding an inclusive employer



Apprenticeships puzzle sheet



Available with British Sign Language

A collection of films featuring apprentices with learning differences, disabilities and health conditions



Resources to use with our This Is My Story films



Four Rapid Reads for students with additional needs - Finding an Inclusive Employer, Application Support, Functional Skills and Support Available

To download all resources, please visit amazingapprenticeships.com/send/

AMAZING APPRENTICE FILMS

Using examples of real-life apprentices can be a brilliant way to show students the wide range of apprenticeship career opportunities available.

All our films can be downloaded from: amapps.uk/apprentice-story-films



AMAZING APPRENTICES: EXPLORE THE OPPORTUNITIES

This powerful 90-second film showcases apprentices in roles from firefighter to working in parliament, and gently tackles misconceptions about the types of role you could have as an apprentice.

amazingapprenticeships.com/apprenticeships



AMAZING APPRENTICES: CHANGING THE WORLD

These inspirational films (long version - 11 minutes / short version - 90 seconds) showcase apprentices working in roles that help the environment, reduce carbon emissions and protect the planet.

amazingapprenticeships.com/green-careers-week



AMAZING APPRENTICES: THIS IS MY STORY

This exciting film, and range of accompanying resources, follows the inspirational stories of apprentices with learning differences, disabilities and health conditions. Learn how these apprentices are progressing their careers through apprenticeships and the ways that their employers and training providers are supporting them.

amazingapprenticeships.com/this-is-my-story

APPRENTICESHIP ARCADE

The Apprenticeship Arcade features a suite of fun and engaging games for students, with new games added for 2025.

amazingapprenticeships.com/apprenticeship-arcade

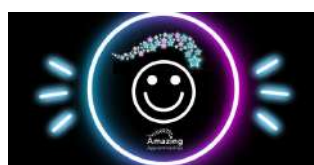


Engage students in your classroom, or set them enjoyable (yet educational) home learning tasks through the brilliant Apprenticeship Arcade. The suite of games provides interactive and fun ways for students to explore and learn about apprenticeships, whilst working in groups or individually.

Please note that some games will require a small amount of setting up beforehand, such as registering for a free account or ensuring that teams are created and students allocated into different groups. This will help to save you time in your lesson and should ensure that any potential problems such as firewalls or software updates can be sorted before your lesson starts.

PLAY NOW

amazingapprenticeships.com/apprenticeship-arcade



CREATE DISPLAYS

There are lots of ways you could create an apprenticeships display in corridors, classrooms, common rooms...anywhere! Find all our posters here:

amapps.uk/posters



DISPLAY PACK BUNDLE

A collection of display materials, including posters, Q&A cut-out display and slides to use on display screens.

amazingapprenticeships.com/resource/display-materials-bundle



SUBJECT POSTERS

These posters focus on 20 school subjects and the many apprenticeship roles they link with to help inspire your students to think more broadly about their options.

amazingapprenticeships.com/resource/school-subject-posters



DIGITAL DISPLAY SCREENS

New for 2025!

New for NAW 2025 - these engaging digital display screens (with movement) provide an exciting way to inform and inspire your students throughout the school. Download the MP4 file using the three dots at the bottom right hand side of the screen.

amazingapprenticeships.com/resource/subject-led-display-screens



APPRENTICE EMPLOYER POSTERS

Access a collection of posters and resources linked to Tesco, The British Army, EDF, BBC and more!

amapps.uk/employer-posters

CELEBRATE WOMEN APPRENTICES

Use our inspirational women apprentices at work flashcard pack to inspire your students to see the huge range of apprenticeships being undertaken by women.

amazingapprenticeships.com/iwd

A-Z OF APPRENTICESHIPS

Amazing Apprenticeships celebrates International Women's Day, held on 8th March each year, by recognising and sharing the inspirational stories of apprentices.

Use our 'A-Z of women apprentices at work' to inspire your students and colleagues to see the wide range of apprenticeship roles being undertaken by women, and learn more about the variety of organisations that they are working in.



The flashcard pack showcases apprentices in roles from A for Asset Management Apprentice, D for Dance Instructor all the way through to W for Wind Turbine Engineer and Z for Zoo Keeper! Each apprentice flashcard also has an accompanying case study where you can learn more about the apprentice and their role.

The flashcards and case studies can be used in lessons, in a display and even for a treasure hunt as we know some resourceful careers staff did during the last NAW!



THE ASK PROGRAMME

Through the Apprenticeship Support and Knowledge for Schools and Colleges programme (ASK), funded by the Department for Education and managed by the Careers & Enterprise Company, you can also access the following free resources.



NAW STUDENT ACTIVITY PACK & TEACHER BOOKLET

An activity pack for students in years 7 - 13 containing 10 fun and interactive activities, including a crossword, wordsearch, wordfill case study and more.

Student Activity Pack:

amazingapprenticeships.com/resource/ask-naw2025-student-activity-pack

Teacher Answer Booklet:

amazingapprenticeships.com/resource/ask-naw2025-teacher-answer-booklet



HIGHER AND DEGREE LISTING (+ ACCOMPANYING RESOURCE)

The Higher and Degree listing showcases thousands of vacancies from various employers throughout England. Released twice a year, the latest listing and accompanying resource for teachers can be downloaded from the Amazing Apprenticeships website.

amazingapprenticeships.com/higher-degree-listing

THE ASK PROGRAMME

APPRENTICESHIPS
AND TECHNICAL
EDUCATION

BOOK THE ASK PROGRAMME - ALL YEAR ROUND

The Apprenticeship Support and Knowledge for Schools and Colleges Programme (ASK) is fully funded by the Department for Education, and managed by the Careers & Enterprise Company. The programme supports schools and colleges in England to increase awareness of apprenticeships and T Levels. Book your sessions for any time in the year.

amazingapprenticeships.com/about-ask

BBC BITESIZE CAREERS

Bitesize Careers has been developed in collaboration with experts, partners and young people. It offers peer-to-peer and expert advice to support young people in making subject choices throughout their education and in taking the first steps into the working world.

BBC Bitesize Careers resources for National Apprenticeship Week!



Bitesize Careers podcast series 2

Bitesize Careers podcast series 2 coming soon. Every topic we cover comes straight from what young people told us they wanted to know about.



Job profiles

The site is packed with free videos, quizzes and podcasts! There are hundreds of job-profile videos to help students decide what career path they want to take.



Tips and advice

Articles, quizzes, videos and podcasts on skills for work, work experience, CV writing, interview preparation and more.

Access BBC Bitesize Careers
bbc.co.uk/bitesize/careers

EVENTS AND ACTIVITIES

There will be a large number of events happening in the weeks leading up to National Apprenticeship Week, and throughout the week itself. They are free of charge to attend and cover a variety of topics.

NATIONAL EVENTS CALENDAR

A full events calendar, featuring a range of different events and activities happening throughout the country is available to view and search. It will be updated throughout the lead up to NAW and will feature thousands of events on the map.

naw.appawards.co.uk/events/map



ONLINE EVENTS

There are lots of online events you could participate in at your school/college, or share with students and parents/carers. Find out what national and local employers, training providers (independent providers, as well as colleges and universities) and careers organisations are doing by looking at their websites and social media.



THE BIG ASSEMBLY - ONLINE BROADCAST

The Big Assembly is a live event that can be joined live, or watched later on catch up. The Big Assembly enables students to learn about apprenticeships from a variety of different perspectives, including former and current apprentices, employers of apprentices, parents, education providers, and much more.

bigassembly.org



YOUR EVENTS AND ACTIVITIES

If you are running any events or activities that external students and parents or carers could attend, such as an Apprenticeship Fair, publicise it widely. Contact your Careers Hub to see if they could notify other schools, and don't forget to add it to the national events calendar (see above).



SOURCING SPEAKERS

Hearing from current and former apprentices, and apprentice employers is a brilliant way to engage potential apprentices. Here are some ideas for sourcing inspirational speakers.

SOURCING SPEAKERS

There are a variety of ways you could source current or former apprentices and apprentice employers to speak to your students.

YOUR NETWORKS

- Contact former students who you know are now apprentices and invite them to come back to share their apprenticeship story.
- Reach out to your school or college Enterprise Adviser, who may be able to help or could signpost you to other local employers.
- Reach out to your staff, governor and parent/carer community and ask if they know, employ or work with any apprentices.
- Ask your current year 12 and 13 students if they have any friends who are apprentices.
- Post your request in local online groups such as Facebook and LinkedIn to see if there are any apprentices or apprentice employers in the area who would be willing to join you.
- Share on your social media that you are looking for speakers.
- Contact local colleges who are apprenticeship training providers and ask if they have any students who are doing apprenticeships, or work with any apprentice employers.
- Contact your local Careers Hub.
- Contact local employers who you know employ apprentices.



APPRENTICESHIP AMBASSADORS

In each region there is an Apprenticeship Ambassador network of apprentices and employers who may be willing to come out and support your school or college.

You can submit a request through the ASK programme for a member of the Apprentice Ambassador Network. to support your event.

careersandenterprise.co.uk/ask-form-enquiry

SOURCING SPEAKERS

PREPARING YOUR SPEAKERS

Once you have secured a speaker, make sure in advance of the session that you have communicated all of the required information about the event and how it will run, including the following:

- The date, time, duration and location of the session, and if they should arrive early to set up before the students join the session.
- How many students they will be presenting to, and any additional needs of the group that may need to be considered.
- Where they can park, if you have reserved parking for them and where they should report to e.g. reception.
- The name and telephone number of the contact person on the day.
- To send in advance any slides they want to use and to let you know if they will need sound or internet access for their presentation.
- You reassure them there will be staff on hand supervising the students and to support with any IT requirements.
- You know if they have any dietary requirements so you can offer them refreshments.

PREPARING YOUR STUDENTS

It can be beneficial to help students to prepare ahead of any external speakers coming in. This could be through an assembly briefing, form/tutor session, or could be a more formal piece of home learning. Encouraging students to learn about the speaker in advance, to undertake some research by visiting their website and to think about preparing their own questions can work well.

BUILDING A RELATIONSHIP

If you'd like your speaker to come in again, make sure you ask them if you can keep in touch about future events, then contact them on an appropriately regular basis to thank them again, and keep them updated on future events and any apprenticeship successes following their session.

You could also ask them to:

- Attend careers fairs.
- Offer work experience.
- Attend parent/carer career events.
- Feature in careers newsletters.
- Sponsor an event or maybe even a student award or experience.
- Put you in touch with other employers.

Download this resource to support you further:

amazingapprenticeships.com/resources/sourcing-apprentice-case-studies/



BUILDING KNOWLEDGE

We produce lots of resources to support students, teachers, parents/carers and anyone else to understand and explore apprenticeships and technical education.



RAPID READS

A collection of 20+ fact sheets that are designed to quickly inform the reader about key topics.

- What is an apprenticeship?
- What is a degree apprenticeship?
- Apprenticeship finances
- Apprenticeship levels explained
- End Point Assessment explained
- Finding the best apprenticeship for you
- Relocating for an apprenticeship
- Top Tips to find a green apprenticeship
- How do I write a CV?
- Writing a covering letter
- New GCSE Grades explained
- What are T Levels?
- What is the Baker Clause?
- What is the Provider Access Legislation?
- What support can I expect from my child's school?

amapps.uk/rapid-reads



HOW TO APPLY FOR AN APPRENTICESHIP

Your step-by-step guide to applying for an apprenticeship. Information and advice for every stage of the apprenticeship recruitment process.

The guide includes:

- How do I apply for an apprenticeship?
- Describing your skills, strengths and experiences
- Researching a company before applying

amazingapprenticeships.com/resource/guide-to-applying-for-an-apprenticeship

ENGAGING PARENTS AND CARERS

Parents and carers are a key part of any young person's decision making process. Don't worry - we've got them covered too!

MONTHLY CHOICES MAGAZINE



The ultimate parents' and carers' guide to apprenticeships and technical education! Our popular Parents' and Carers' Pack has been updated with a fresh new look, exciting features and loads of useful content: amapps.uk/parent-magazine

Encourage parents and carers to sign up to receive it, completely free of charge, each month: amapps.uk/choices

HOSTING A PARENTS/CARERS EVENT - A CHECKLIST

Use this quick checklist if you are considering hosting an apprenticeships event for parents and carers in your school or college.

- Check the school diary and select an appropriate date and time.
- Book the hall or another suitable space.
- Approach guest speakers. For example this could include; local employers, past-students who are now apprentices, local experts, your school/college Enterprise Adviser.
- Add the event to your school calendar and set up a registration/booking system if needed.
- Invite key staff, including the Senior Leadership Team.
- Invite your parents/carers. For example this could include; adding it to your website, arranging for messages to go out via social media and/or Parentmail, including it within newsletters, sending out personal invitations, alerting students through assemblies/tutorials.
- Consider which of the free resources you could print or send out in advance.
- Make arrangements for refreshments.
- Liaise with your IT team about the equipment required.
- Arrange for presentations or a recording to be made available afterwards.
- Evaluate the success - formally or informally - and record the impact of the event.

SUPPORTING COLLEAGUES

This page sets out some of the ways that careers staff can support colleagues to be involved in National Apprenticeship Week.



CREATE A STAFFROOM DISPLAY

Our 'Did you know?' posters are perfect for sharing apprenticeship knowledge via a staffroom display. They can be a great conversation starter amongst colleagues whilst helping to inspire and inform them about some of the details of apprenticeships.

amazingapprenticeships.com/resource/apprenticeship-facts-poster-bundle



TAKE A SUBJECT-LED APPROACH

Run a short meeting or briefing to encourage and support staff to use our Subject-Led resources. We've developed resources for 19 subjects, including 4 new subjects for 2025 - Law, Psychology, Sociology, and Textiles! (See page 10 for more information).



SHARE CPD OPPORTUNITIES

Amazing Apprenticeships' monthly Learning and Development Webinars on apprenticeships and technical education.

Book onto free workshops to watch live, or on demand.
amazingapprenticeships.com/workshops-webinars



SHARE OUR SCHOOL & COLLEGE ZONE

This zone aims to give you all the information and resources you need to inspire your students about apprenticeships and technical education.

amazingapprenticeships.com/zones/school/

SOCIAL MEDIA

Throughout National Apprenticeship Week (and the year!), Amazing Apprenticeships and other organisations, including employers, share all kinds of inspiring apprenticeship information.

ACCOUNTS TO FOLLOW



Amazing AppsUK



Amazing Apprenticeships



Amazing AppsUK



Amazing Apprenticeships



Careers and Enterprise



The Careers Enterprise Company



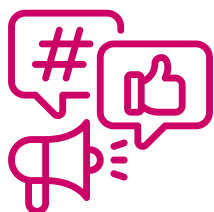
CareerEnt



The Careers and Enterprise Company

It is also worth looking at the social media of local and national employers and other apprenticeship and careers organisations.

SHARING AND RESHARING



Do you have a social media manager? If you do, liaise with them on what to share during the week.

Do you have your own Careers social media accounts? If you do, ask whoever manages your school/college social media to share your posts. If you don't, consider starting one if possible.

WHAT TO SHARE

- Share photos and videos of all your activities during the week.
- Share posts from employers like apprentice case studies and apprenticeship information.
- Share Amazing Apprenticeships' social media posts.

PROMOTION PACK

Use our special NAW promotion pack to share information before, during and after the week. Download all these resources here:

amazingapprenticeships.com/resources/naw2025-promotional-pack/

SOCIAL MEDIA IMAGERY

Let your followers know you're supporting #NAW2025 with our social media imagery, made especially for schools and colleges!



DISPLAY SCREENS

These digital display screens provide an engaging way to share information about NAW throughout your school or college, with an editable slide to add your events and activities for the week.



EVENT / ACTIVITY POSTER

Print this poster and add details of your NAW events and activities to display around your school or college.



PROMO CONTENT

Use this editable content to share information about NAW in newsletters, on your website, on google classroom...wherever you like! Different content available for students, parents and carers, and staff.



PROMO IMAGERY

Use these images to promote NAW with parents and carers or students.

