

ASK Webinar: Get apprenticeship 'application ready'

Thursday 21st November 2024

amazingapprenticeships.com/resources/get-apprenticeship-application-ready/

Helen Twomey:

Right, thank you so much for joining us. I can see everyone coming in via the waiting room. So... we'll get started in a second. So thank you so much for joining us today for this Get apprenticeship 'application ready' webinar today on behalf of the ASK programme, which is now funded by the Department for Education and managed by the Careers and Enterprise Company. Lots of, lots of people involved. So thank you very much for joining us today.

So, couple of bits of admin. First of all my name is Helen Twomey. I'm the Schools and Resources Manager at Amazing Apprenticeships, and I will be facilitating the webinar but we've got some brilliant speakers here to talk to you today. Today's session is in webinar function, which means we can't hear you, hopefully you can hear and see us, but we can't hear you. And if you have any questions, please drop, the chat function isn't working, but there is a Q&A box, so if you can drop any questions in the Q&A box, that would be brilliant.

The recording and slides will be sent afterwards because, as it says there, which I missed out, the webinar is being recorded. So we will send to you if you've signed up for this webinar, you'll get a mailing with the recording and slides. And sometimes if we've mentioned any useful links and things like that that aren't in the slide deck, then we will pop those in the webinar as well for you. So, as I said, thank you so much, people that are still joining us. Thank you. Welcome. So we're gonna, we're gonna crack on because we've only got half an hour and I've got lots I want to ask our two brilliant speakers.

So, we're gonna do a quick poll first of all. So how confident do you feel in getting apprenticeship application ready? So we've kept this question quite neutral because I know that we've got a really mixed audience today. We've got lots of young people who might want to apply for apprenticeships or older people who might want to buy for apprenticeships as well. We've got Careers Leaders, we've got parents and carers, all sorts of people with us today. So we didn't say, how confident do you feel in getting young people apprenticeship application ready? which we might have done. We've kind of said, how confident do you feel, whether it's you're getting someone else ready or getting yourself ready? So mostly around the middle, say three is our strongest. I'll give it another few seconds and then we'll carry on. So kind of the top. Yeah, I'm going to end it now and share the results. So, yeah, mostly around that three, so kind of some confidence, but perhaps there's going to be areas that you don't feel as confident in and that's something hopefully we might tackle today and if we don't, we will definitely take feedback on what else we can include. So, get rid of that poll...

So today's session, we're going to talk a little bit about just some things that you could do to get ready. Some practical things you may already have thought of and maybe some others you haven't thought about yet. We're then going to move on to hear from our two fantastic employers who kindly joined us today with their advice and then a little bit about what, you know, what to do next and some future webinar information and stuff.

So, thinking about the recruitment process, we feel like if you want to be application ready, you need to understand the recruitment process. So on the screen, are all sorts of things that a recruitment process could include. I don't think there'd be too many that include every single one, because that might be a lot, but there

will definitely be elements of some of these in all different apprenticeship application processes. So if you don't know what these are, if you don't know what a video assessment would involve, get ready, do some research. I popped on the screen there. Amazing Apprenticeships' step-by-step guide to applying for an apprenticeship, because that's got information about each stage.

So the first thing we feel like you could do to get ready is understand what the process could involve. Physical test is on there because there will be some jobs perhaps, we know that the British Army are the top, the number one apprenticeship employer. Lots of their recruitment processes would include a physical test. So that's on there - that's probably the least common one, I would imagine. But, yeah, if you don't know what these different things are, do some research, find out whether it's general research or specific to an employer. We'll come back to that. So, yeah, do some research on the recruitment process. Definitely.

Get some things ready now. There will be things that you could be getting ready now. Even if there's not been any vacancies come up yet that you're interested in or your students are interested in, you could get ready now. So get some things ready now. So a CV? Not everyone asks for one and that's, you know, there's a mix of employers and some do, some don't, but get one ready, it's a good, even if nothing else, it's a good way to order your thoughts. Covering letter? The same thing. Again, you might not need to do a formal covering letter as such, but it's a good way to get organised. And yes, you might need to tailor these, your CV and your covering letter to employers that you're applying for. But you could have the basis there, you could have the bones of it there, ready to amend. Having a list of qualifications and if you've already got exam certificates and things like that, have them all ready and in one place because you might need them depending on the employer. So get those all ready, and like, don't scramble for them when it's time to apply for apprenticeships.

Another thing that you could have ready is a list and it will vary from employer to employer, which skills they want you to talk about. But have a list ready. Start working through now, what you can include. Try those two methods. I think there's one called STAR, isn't there? And one called CARL, now that I've been hearing about. So looking at kind of the situation you were in, what the task was, what you did, what the reaction was. So get a list of skills ready, things that you know you're good at and talk to other people, talk to your, you know, talk to teachers, talk to friends, talk to anyone you know and say, what do you think I'm good at? And I think you might get some surprising answers. I'm really talking to students here, aren't I? I was a teacher for a long time, I can't help myself, to talk to students, but, you know, I'm talking, you know, get the young people that you work with, if that's what your role is.

Looking professional is really important and again, this is something you could just sort out now. Make sure your email address, your voicemail on your phone and any social media is, is professional and sensible. It's really important. We do get some funny email addresses sometimes. So, yeah, just keep, make sure those things are sensible and that employers would want to see them. LinkedIn. We're not going to go too much into LinkedIn here. There's loads of stuff out there that you could do, but getting a LinkedIn account, starting to look at things within this, connect with people that you might already know and look at in a sensible way and look at kind of, if there's an employer you're interested in look at what they're sharing on LinkedIn and is there anything you could share about sectors that you're interested in working in? But there's a lot. This isn't a LinkedIn session, but there is lots of stuff out there about LinkedIn.

A few quick things, just about all of those. Just getting stuff checked. You know, once you've created your CV and your covering letter, ask someone to help you, whether it's a parent or a carer or someone at school or college, just getting. asking for some help. Have it ready to copy and paste. It might be that if you did your covering letter in a really fancy programme like, we use Canva a lot. If you did it in Canva, it might not be so

easy to copy and paste it if it was saved as a PDF. So have it in a, you know, a Word document or a Google Doc that you're ready to slot stuff into online application forms if you need it. Things need to be ready to customise, definitely, and we'll talk a bit more about that later on. AI is not one we're going to touch on loads now. Our employers might have something to say about it, but, yeah, don't rely heavily on it. That might be debatable, I don't know. I'll come to our employers for that in a minute. Thinking about what employers are looking for.

So, again, in advance, there might not be job vacancies, apprenticeship vacancies out there at the moment that you want to apply for, but you could look at previous adverts that might be out there and see what they were asking for this time last year. Talk to former applicants, you know, see what they, and that could be, that could be tricky, but it could be that you just have a look online, look on an employer website. Lots of them will feature videos and case studies of their apprentices talking about what their application journey was like. Talk to your careers advisers. I was talking to a careers adviser the other day who said that she gets her students to track where they are in the recruitment process and then she uses it for the next year students because she, you know, they say, oh, I had to do an assessment day for this employer and I had to do this, this and this, and then she's then got that information for her future students. So talk to your careers advisers if you've got one, and if you are a careers adviser, I thought that was a really good tip. You're probably all doing that. But that was a really, really good one, I thought.

Recruitment processes, again, you might know the kind of employers or apprenticeships you want to apply for, so you might be able to do some good research and see what they're already saying, even if vacancies aren't, aren't out there. I'm going to, again, it's another thing I'm interested to ask our employers about in a minute, but is there stuff out there? If an employer says we do these practice tests, if they do say that, then could you have a go at them online? But I'm going to ask you about this in a minute. Try some tasks. If it's an employer that's got assessment day tasks out there on their website, try those. But if they haven't, there's still lots of stuff online. Some of it will be better quality than others, and again, I'm going to ask employers about this. I just need to bring you guys in earlier probably, but I'm going to continue and then I promise I'll come to you. I just said about talking to careers staff, but engage, you know, with your, if you're with your parent or student, engage with your school or college and any other local careers support as well. So talk to the careers staff, tell them what you're looking for, you know, get them to sign you up to any newsletters or anything else or groups or anything that you could get involved in. And once you've got them, read them. So if you're getting career stuff through, make sure you read it. There might be other local things like your Careers Hub or things like that in your local area that you could get involved in. And also talk to your subject teachers. If you're particularly interested in a career in a certain area, talk to the subject teachers in that area because they might have contact in that area. They might know some good employers in that area. So, yeah, getting all of these things in place could just kind of help you once these, once vacancies start to come out. I think I'm probably speaking really fast because I just want to get to our employers.

Getting registered is important. Even if you are or your student or your child is maybe in year 10 or year 12 and not ready to apply yet, doesn't mean you can't register now, get your account really ready. Get to know platforms like Find an apprenticeship, the government vacancy website. So get on there now. Start setting up alerts. I always say this to students that I meet. If you sign up now, set up your alerts now for what you're interested in. Don't narrow them too much because you don't know, don't say, this is the only thing I want to do. Keep them quite open so you can just start to get an idea of what vacancies are out there. And even if jobs come up that you aren't ready to apply for another year, at least, you're getting some advanced idea of what employers are looking for and you've then got a year or whatever to start putting some of those things in

place. So it's, don't, I would say, definitely don't start exploring vacancies as you know, when you're, as soon as you're ready to apply, get that done in advance. There's a guide on the Amazing Apprenticeships website about how to register for Find an apprenticeship and there's been quite a lot of changes to it recently and it's become a, yeah, there's lots of new features. So have a look at that.

Also, another sort of thing that you could register on is something called Vacancy Snapshot that again, we're putting out, which is just a really simple email once a month with vacancies from level 2 all the way upwards. You probably know about the Higher and Degree listing, which I'll mention a bit later on, but this is anyone and any employers can get involved and we've got lots of vacancies. Just, you know, just start having a look at, even if it was just for research. Right nearly there with my waffle.

Tracking. I mentioned earlier about that Careers Leader who keeps a Google Doc on a Google Classroom for each of her students that are interested in apprenticeships. Find a way that works for you, but just be ready so that once you start applying, you don't have to think, oh, hang on, am I going to keep a record of this? Have a little think. Think right, if I wanted to track my applications, lots of people have to do more than one because it's, you know, it's applying for a job. Find a way that works for you. It could be a spreadsheet, it could just be a Word document, could be a Google Doc. Whatever it is, think about what you want to include. You know, dates, when different things are going to happen, key information like links or people's names or who to contact. Put alerts in your phone to help track yourself as well and stay on top of completing it. Maybe set a time and think, right, I'm gonna, you know, I'm gonna do this each day. But this is all advanced stuff, really. So get this ready in advance before you start applying and just have a checklist of things you're going to do when you're ready to apply. But we'll talk, I've got a, we've got a webinar coming up in December where we talk more about applying. So that one's, I'm always plugging that! That's what's coming up.

Okay. I've spoken really fast, hopefully, to get us through to our amazing employers who are here today. So we have got very lucky to have with us Karen Marshall, who is Apprentice Education and Engagement Lead at Accenture, and Rebecca Marsh, who is Apprenticeships / Early Careers Talent Acquisition Specialist at the BBC. So super grateful to have them and their expertise because they are literally doing this. They are meeting applicants and going through application forms and, well, all of these things. I might probably just totally described your jobs wrong. Sorry about that. So, Rebecca, can I come to you first? Yeah, of course. Oh, sorry. I didn't even let you introduce yourself.

Rebecca Marsh:

Oh no, don't be silly, you have done!

Helen Twomey:

Hi, Rebecca. Thank you for joining us. How do you see a difference when applicants are organised and ready? Is that something that you would notice?

Rebecca Marsh:

Yeah definitely. I think particularly we can tell when applicants have really taken the time to think about which apprenticeship they want to apply for in particular and that kind of really comes across through the application process as well. So when they yeah, they've kind of got everything together, kind of, what they would want to put in an application and they haven't kind of rushed it last minute because sometimes, you know, you might actually see a role and it's closing in a few days and you've only got those few days to kind of prepare your application. If you've got that all ready in advance, then it really just gives you like a bit of a first step in terms of getting all that prep ready, and then you're not rushing your application as well, because you don't want to

be rushing it because you might answer things incorrectly because you don't have time to check it and things like that. So I think doing all that upfront work really pays off. Even if things aren't open yet, it just pays off in terms of, you know, when they're open, you're then ready to apply and you can really take the time to make sure you're applying for the right thing, but also that take that time to check your application as well.

Helen Twomey:

Definitely, Karen, I saw you nodding along to all of that.

Karen Marshall:

Absolutely. Honestly, it really does show. And I think the more that the applicants have researched the business and properly looked at the job description and tailored their CV or their online application to include those key skills and words that the employer is looking for, it really does stand out and it really does push you that little bit further up on the list of clients that we're always really, really interested to talk to those candidates that we think are going to be like a really good fit for the business. And I think as well you mentioned in the lead up that it's good to have some of your applications, you know, save it on Word, have it there. You know, if you're applying for similar types of jobs, you can definitely reuse some of your text, but don't fall into the error of just cutting and pasting the same text for every single job. You've got to tailor it, you've got to look at the key words the employer's using in the job advertisement. It is hard work getting a job, but it's almost like having a job, getting a job when you're focusing on those applications. But those that put in that extra effort, do that little bit of research, are much more prepped, are ready to go, and who tailor and are ready to tailor their answers always do really well.

Helen Twomey:

Amazing. How, in terms of getting all these advanced things, and I mentioned the practice thing and I thought, is this the right thing? Like, what would you guys say? How can apprentices practise in advance for any elements of the recruitment process?

Karen Marshall:

Do you want me to, can I go first with that? Yeah, of course. I think it's really. That is a really interesting question because do you know what? You can't really? A lot of interviews now and a lot of the processes are strengths based. So even though we have exercises that we like apprentices to do or grads to do when they're applying our early talent. You can't, you know, it's, it's more a case, it's almost like, you know, when you do your maths exams and it doesn't matter if you get the question right, it's your workings out, the process of how you get there that's really important. That's, I think what we definitely look for, it's that approach you know, methodological, I can't say that today! Approach. How you don't give up, if you're resilient, the way you've attempted to try different tasks.

And I do think again, the more you know about the business and the company, the more people you've spoken to. If you know somebody who's got a grad or an early apprenticeship role, talk to them. Anyone that works there, anything that you can do to give you that little bit of insight, a little bit of stalking on LinkedIn is always great as well. Those things will help you understand exactly what the business is looking for and will help you be as prepared as you can be. There's no harm as well, I always say to people, when you're preparing for things like interviews or one-to-one discussions, we do a lot of assessment centres for apprenticeships. On a system like this, stick some questions on a wall or a wardrobe near you, balance your phone, set it to record, answer those questions and listen to yourself back and you'll soon see how prepared you are. You might think you're really ready to go. But once the pressure's on and you're answering those questions and you know the job description and you know the skills you want to try to get across, it's quite different when you're in that

pressure. So I think there's bits of practising that you can do that aren't necessarily exactly replicating little tests or things like that. Does that make sense?

Helen Twomey:

Yeah, definitely. Does that make sense to you, Rebecca? Would that be your advice?

Rebecca Marsh:

Yeah, definitely. The only thing I would want to add, I suppose is where we do use assessment platforms, you can always, it will be the same across, you know, most employers that are using assessment platforms, there are practice tests kind of before you do the assessment. So you'll get used to like the kind of format of what the platform looks like and how to submit and all of that and it will take you through tutorials and then you'll answer kind of some practice questions. So just in terms of kind of reassurance, you'll be able to get familiar with the platform and things like that before you actually kind of do your assessment. So I think that really helps. And it's not like timed or anything, you can kind of spend as long as you need to in that kind of practice area.

Because some people won't have come across those sorts of exercises before, and we don't want those people to be penalised. So it just allows you to practise kind of as much as you need to.

Helen Twomey:

And that's sort of directly before you do the assessment. Or can you do that in advance without doing it?

Rebecca Marsh:

Yeah, it does vary. Some of them will be directly before and then you'll be like, oh, yep, I'm ready, or you can come back and do it again. We don't tend to set, like fixed times on anything that you need to complete it by. So it is one of those that you can kind of pick up and put down. And then our video interview platform is at the same time. So you would go through the practice ones, get used to it, and then you would submit that same day.

Helen Twomey:

Brilliant. I think that's a really good tip there, Karen, like you're recording yourself. That's something. That's something I should have put in, actually. Yeah, it's a really, really good tip because it is just. Yeah. No one, probably not that many people like it, but it's a really good way of seeing how you answer. I can't watch these webinars back because I see what I do. Yeah. Are there any particular hints and tips you would give to parents, carers, teachers, Careers Leaders, supporting applicants to be ready for the recruitment process? So we've talked through kind of some of the stuff that we think, but is there anything that you, you would sort of say to those supporting applicants?

Rebecca Marsh:

Tricky one.

Helen Twomey:

Sorry.

Karen Marshall:

No, no. Do you know what it is again? Because we look for strengths. We were asking our applicants about things that they think they're good at, things they've learned, how they've learned them, you know, why they

enjoy doing certain things. We work with a lot of young people who maybe have great hobbies or interests or responsibilities outside of work. They might be a young carer, they might look after siblings, they might have volunteering activities that they do or little jobs. So really all of those life skills we always look for examples of, at the end of the day, all employers want to know, are you reliable? Are you going to turn up on time? How do you work under pressure? How do you prioritise and manage your workloads? How do you get on with other people? Can you learn new things? Do you like to learn new things? And really, we're looking for examples outside of school. So anything that young people can do over and above their education, because everybody could come through the door. Everybody's had a great revision timetable or been under pressure when they've been doing their exams or whatever, you know, so it's those other things and just any chance, whether it be at home, outside of home, helping neighbours or grandparents or, you know, siblings, whatever it is, it doesn't have to be a really expensive hobby or signing up to something that they have to go to all the time. It's just young people being able to demonstrate that additional responsibility and those key skills and how they might work under pressure. What happens when things don't go wrong, you know, don't go right. All of those things that parents, I think, can help with and ask young people, you know, if things haven't gone well. How did you feel about that? What do you think you would do differently? Just having that, that mindset is a really good support and help.

Helen Twomey:

Brilliant. Would that apply sort of for you, Rebecca, as well, looking for those strengths and skills?

Rebecca Marsh:

Yeah, definitely. I think it's helping them realise what they should be putting, I suppose, in their applications and things that they might not think are strengths or skills, because, as Karen said, it's kind of maybe not in an academic setting or not in a work experience setting, so kind of helping them realise things that they've done outside of that. We also, I suppose it's a bit like what you said earlier, Helen. We get emails from parents who their, their children might be upset, obviously, because they've missed deadlines and things like that, so they haven't realised and they haven't kind of planned around when the deadlines are for assessments and things like that. So I think probably just as you said, kind of mapping those out and supporting them with that you know, you need to apply for this, then. Check your emails, if you haven't heard by this date, that sort of stuff. Just helping them kind of plan through the application process and just supporting them with that. Yes. Because it's busy as well. If you've got, you know, exams or coursework and things like that, it can be difficult to keep track of everything. So I suppose that support in terms of time management as well is useful.

Karen Marshall:

And it can be heart-breaking when you see, because sometimes, like our application processes, I don't know about yours, Rebecca, but they're in lots of different stages and you see somebody going through one stage and they're doing great and then they get to the next stage and then maybe they don't complete that part of the process. And it could be all sorts of reasons, but in your heart you're looking at some of these really, really potentially excellent candidates, thinking, I hope that wasn't just because you forgot or it was left a wee bit too late because you had so much potential. You're absolutely right. It's so important to put those reminders in. It always takes a bit longer than you think, so give yourself that little bit of extra time.

Helen Twomey:

Definitely. A couple of questions that we had in advance before the webinar. And actually this came up several times. If you don't have experience or work experience, how could you tailor your CV or your application to a particular role, and is work experience that important? I know we've talked quite a lot already about these strengths and skills based, but is that, is there anything around that that you could share? Rebecca, you look

like you.

Rebecca Marsh:

Yeah. So our level three to four, aimed at people with no work experience in that subject area or career changes for example, and it can literally be any sort of experience. So, for example project management or production coordinator. We want to hear about when you had to plan and organise your friend's birthday party as an example, because we want to hear about the skills and the strengths that you've got that enabled you to do that. So there's all sorts of different examples. It could be work experience, but it could be work experience where you've been serving customers or dealt with difficult situations or within teams. It could be quite literally anything, but I think it's helping people realise that those are actually examples of where you've got transferable skills to go into the workplace.

Karen Marshall:

Totally. And, you know, again, I know I've already mentioned it, if you're a young carer or you're minding siblings, you have maybe helped your grandparents, you're coordinating, time managing, prioritising. I love people who tell me they've worked in, like, McDonald's or a pub or a shop that's busy because you know that if they've been there for any length of time, they're reliable, their timekeeping is obviously good or they wouldn't still be there. They can deal with challenging behaviour, they can deal with difficult situations and manage their time, prioritise things, you know, work on two things at once.

All of these things, and I have to say as well, something that breaks my heart, is when you're interviewing somebody, a young person, and they say, or an older person, and they say, I did have this volunteering position or I was doing this, but I gave it up so I could focus on my exams. That's really heartbreaking because, actually, as we all know, in the big bad world, your job's your job, but you never just get to do your job. You always have to be able to do multiple things and additional things. And so sometimes it's a little red flag when people say they've given that up. But there are so many things, and again, you've given a brilliant example as well, where organising, say, a friend's party, and I do say this to lots of young people, if you're the chief shenanigator, if you're the person that gets the tickets and books the transport or sorts out the taxis or buys the picnic, whatever it is, all of that stuff really demonstrates that you can multitask, prioritise. All of those things are so important.

Helen Twomey:

Brilliant. That's really helpful. I've learned loads from this, things that I hadn't thought about at all. One thing I wanted to ask, and I appreciate it's 4 o'clock and you might need to go, but I've just one more question. We talked about researching employers and we know that, well, we think that employers don't want to hear "I know that the company was founded in..." What, what's, and I know you mentioned briefly about buzzwords and things, what would be your top tips for researching an employer? Because if someone knows now they're really interested in working at Accenture or the BBC, what could they do now in advance of any vacancies coming up or in advance of their application, to really make sure they research an employer in the best way?

Karen Marshall:

I think as employers, we love shouting about all the things we think we're great at doing. And I love it when I'm interviewing somebody and they say, oh, I was reading something about Accenture the other day and I didn't realise that you had done this, you had helped, you know stuff in Covid or whatever. And I just love when people tell us something and I think, did we? And then I go and have a wee look up and realise we did. Honestly, there's platforms out there - employers will always shout about themselves. LinkedIn's a great platform and we are no longer on Twitter for all sorts of reasons. But you know, people will have, employers of

all sizes will have Facebook pages, Twitter accounts, sometimes Instagram accounts, LinkedIn, and they will shout about things. And if you follow those businesses and organisations, you'll get lots of inspiration on their websites. There's always a bit saying, you know, we've been in the news or here's the latest things we've been doing. So I think it's quite easy to find things out about, you know, even small employers will have done some stuff in and around the local area.

Helen Twomey:

Yeah. And Rebecca, everyone knows the BBC, definitely. I think we all know something. But is there anything in particular that you would say that they, that the applicants could find out about? Is that too?

Rebecca Marsh:

Yeah, I think you'd probably be surprised that people don't get across in their applications or throughout the process that people don't say, oh, why the BBC? So, and they'll be really passionate about journalism or production or software engineering or, you know, any of our schemes that we run. But they won't actually get across why they want to do it with us. And that I think, as Karen said, is like a lack of research about the company and really looking at what we're doing and really showing that interest. So I think you can just find out so much on websites and things like that. And particularly social media. Like on our social media, we've literally got Day in the Life of XYZ Apprentice, so you can go and see what a particular apprenticeship is about and things like that. And I think just having done that research obviously just really, really comes across throughout the process.

I'm trying to think if there's any, any other kind of guidance that you can look at. But it is normally just the majority of it is on the websites and through the recruitment pages. But also if they do a blog or obviously we said about social media, but yeah, if they kind of have any other pages like that that can kind of give you more up-to-date information, then that's really useful as well because they won't necessarily update the website, you know, that often. So if you can have a look at that social media or kind of more blogs or anything like that that is kept up-to-date more often, then you can really get a feel for kind of the company and what, what kind of the latest is I suppose that's going on.

Helen Twomey:

Amazing. Thank you so much. We've run over and I still got loads of questions for you, but I'm gonna have to. I'm gonna have to stop and let, make sure you get on with your day. So thank you so much. I'm going to just rattle through a few more slides, but thank you so much, both of you for that insight. That was amazing. A couple of things I just want to share before we go or any questions. We have loads of questions. As I said, this is a webinar brought to you by the ASK programme and there's lots of support online. If you visit careersandenterprise.co.uk forward slash the ASK programme. The ASK Explainer film the ASK brochure talking about what ASK can offer your schools and colleges, if that's where, where you're, where you're from. And also booking a meeting with your ASK delivery partner. So if you're interested in ASK and you're not already involved, that's where to go.

Some other support out there. The Amazing Apprenticeships website, Skills for Careers, Vacancy Snapshot I mentioned earlier. So that's all that's on there, that's the vacancy mailing where you can just sign up and get an email. All free, of course.

all sizes will have Facebook pages, Twitter accounts, sometimes Instagram accounts, LinkedIn, and they will shout about things. And if you follow those businesses and organisations, you'll get lots of inspiration on their websites. There's always a bit saying, you know, we've been in the news or here's the latest things we've been doing. So I think it's quite easy to find things out about, you know, even small employers will have done some stuff in and around the local area.

Helen Twomey:

Yeah. And Rebecca, everyone knows the BBC, definitely. I think we all know something. But is there anything in particular that you would say that they, that the applicants could find out about? Is that too?

Rebecca Marsh:

Yeah, I think you'd probably be surprised that people don't get across in their applications or throughout the process that people don't say, oh, why the BBC? So, and they'll be really passionate about journalism or production or software engineering or, you know, any of our schemes that we run. But they won't actually get across why they want to do it with us. And that I think, as Karen said, is like a lack of research about the company and really looking at what we're doing and really showing that interest. So I think you can just find out so much on websites and things like that. And particularly social media. Like on our social media, we've literally got Day in the Life of XYZ Apprentice, so you can go and see what a particular apprenticeship is about and things like that. And I think just having done that research obviously just really, really comes across throughout the process.

I'm trying to think if there's any, any other kind of guidance that you can look at. But it is normally just the majority of it is on the websites and through the recruitment pages. But also if they do a blog or obviously we said about social media, but yeah, if they kind of have any other pages like that that can kind of give you more up-to-date information, then that's really useful as well because they won't necessarily update the website, you know, that often. So if you can have a look at that social media or kind of more blogs or anything like that that is kept up-to-date more often, then you can really get a feel for kind of the company and what, what kind of the latest is I suppose that's going on.

Helen Twomey:

Amazing. Thank you so much. We've run over and I still got loads of questions for you, but I'm gonna have to. I'm gonna have to stop and let, make sure you get on with your day. So thank you so much. I'm going to just rattle through a few more slides, but thank you so much, both of you for that insight. That was amazing. A couple of things I just want to share before we go or any questions. We have loads of questions. As I said, this is a webinar brought to you by the ASK programme and there's lots of support online. If you visit careersandenterprise.co.uk forward slash the ASK programme. The ASK Explainer film the ASK brochure talking about what ASK can offer your schools and colleges, if that's where, where you're, where you're from. And also booking a meeting with your ASK delivery partner. So if you're interested in ASK and you're not already involved, that's where to go.

Some other support out there. The Amazing Apprenticeships website, Skills for Careers, Vacancy Snapshot I mentioned earlier. So that's all that's on there, that's the vacancy mailing where you can just sign up and get an email. All free, of course.

I wanted to quickly touch on the future webinars because we've had quite a lot of questions about searching and applying. So the next webinar from ASK is Using the levels of apprenticeship to progress your career. That's talking about how you can go in at a level and then you can do another level later on. So we know lots

of people are really keen on degree apprenticeships, but this is kind of talking to apprentices who've gone in on perhaps a level 2 or 3 and later on progressed to a 4, 5, 6. So that's a really interesting webinar. But, lots of questions about searching and applying today. So in January we've got a webinar all about that and then also Exploring the range of apprenticeships in February. So those are all on the Amazing Apprenticeships' Workshops and Webinars page. If you're interested in signing up for those, we'd like to see you there.

Choices - if we've got parents and carers or anyone else in the audience today, Choices is the revamped Parents and Carers' Pack produced by Amazing Apprenticeships on behalf of the DfE, which is a magazine all about apprenticeships and technical education for parents and carers, but useful for anyone. We interviewed Steph McGovern from Steph's Packed Lunch this month because she is a former apprentice and very passionate about apprenticeships.

Higher and Degree listing I mentioned earlier. The new one launched in the middle of October. There'll be another one coming out in January. That is level four and above apprenticeships. I think we had over 2,500, could be wrong, last time. So lots out there. But the Vacancy Snapshot I mentioned earlier is all levels.

What else am I talking about? NAW resources. If you are a Careers Leader or a teacher or anyone involved in celebrating National Apprenticeship Week. NAW, we call it. There's all sorts on the Amazing Apprenticeships website now. We know people like things early, especially if you're in a school or college and you want to plan ahead. So display materials and screens, explainer films, subject bundles, a guide to NAW, how you can celebrate and also already out are the teacher and student activity packs. Well, student activity pack with the teacher guide. So if you are interested in looking at NAW resources, that is all out there for you.

So I'm just going to say a massive thank you again to Rebecca and Karen. Thank you for staying a bit over as well. Super interesting. I'm actually going to watch it back so I can make notes because I want to include some of this stuff if we do this webinar again and use it in resources as well. So thank you so, so much for your time. We're really grateful to you and lucky to have you here. So thank you. Thank you, everyone else for attending and I will see you all next month, hopefully. Bye. Thanks, Helen. Bye.