

25 WAYS TO CELEBRATE NATIONAL APPRENTICESHIP WEEK 2025 - EMPLOYERS

1 *It's a date!*

Add the week to your staff calendar and encourage departments and teams to get involved.

2 *Staff briefing*

Host a staff briefing for managers and heads of department to explain what the week is and how to get involved.

3 *Share apprentice stories*

Develop case studies of current or past apprentices within your organisation. Add these to your website and staff intranet.

4 *Back to the floor*

Encourage senior leaders to go 'back to the floor' during the week, spending time with apprentices to learn more about what they do and how they study.

5 *Daily themes*

Use the daily themes of the week to inspire colleagues to be involved e.g. Employer Tuesday, Apprentice Wednesday, Celebration Friday.

6 *Apprentice takeover*

Arrange for apprentices to takeover your social media channels on Apprentice Wednesday.

Let's
Celebrate

7 *Apprentice celebration*

Invite apprentices and managers to a celebration breakfast or lunch to mark their achievements and celebrate their contributions.

8 *Special email signature*

Encourage current and past apprentices to use an apprentice email signature 'I'm an apprentice – ask me how it works'.

9 *Apprentice Appreciation poster*

Encourage apprentices to share 5 things they have achieved, and turn this into a poster to be displayed or email to colleagues to share internally.

10 *Apprentice open day*

Host an event for apprentices to bring in friends / family for a workplace tour and celebration lunch to network with colleagues or promote upcoming recruitment opportunities.

25 WAYS TO CELEBRATE NATIONAL APPRENTICESHIP WEEK 2025 - EMPLOYERS



11 *Apprentice thank you*

Arrange for senior leaders to send a message of support to apprentices, thanking them for the contribution they are making to the business.

12 *Website homepage*

Arrange to take over your company's homepage of the website for the week, promoting the apprenticeships that you offer.

13 *Apprentice networking*

Organise a local cross-networking event for apprentices to meet with other apprentices and share their experiences.

14 *Products and packaging*

Celebrate apprentices through your products / services (e.g. on labels or packaging).

15 *Charity Challenge*

Encourage apprentices to create and lead fundraising challenges to raise money for local causes.

16 *Look behind the scenes*

Hold an open day for local students and families to visit your site(s), speak with managers and have a tour of your facilities.

17 *Engage your supply chain*

Invite your supply chain businesses to join an event to discover more about recruiting apprentices and how levy-transfer works.

18 *VIPs and media*

Invite your MP / other local VIPs to visit your site, meet apprentices and managers and have a tour of your facilities. A great PR opp.!

19 *Spread the word*

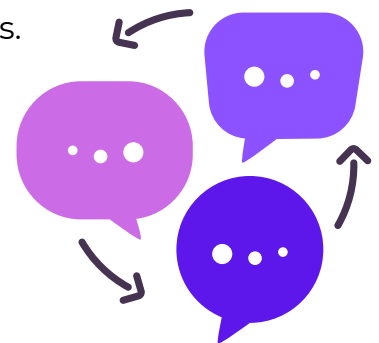
Go out to local schools / colleges to speak with students and staff. Offer to run activities to prepare students for recruitment.

20 *Support local careers fairs*

Attend local careers fairs to showcase your organisation and speak with aspiring apprentices.

21 *Business Breakfasts*

Offer to speak at a local business breakfast to inspire the audience to see the benefits of apprenticeships.



25 WAYS TO CELEBRATE NATIONAL APPRENTICESHIP WEEK 2025 - EMPLOYERS

22 *Create a webinar (or pre-record)*

Run a webinar (or create a pre-record) that can be promoted throughout the week to explain your apprenticeship offer.

23 *Apprentices then and now*

Feature employees and their career progression, showing where they started as an apprentice, and what they are doing now.

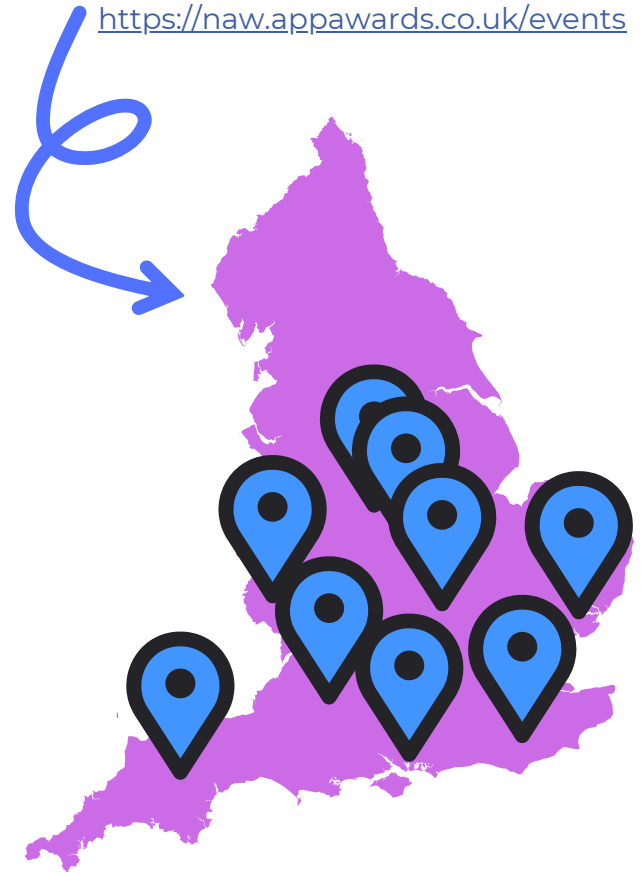
24 *Put up a banner*

Create a banner to use in reception areas or outside your building to let colleagues, clients and customers know that you are celebrating the week.

25 *On the map*

Don't forget to add all of your events and activities to the National Apprenticeship Week events map. The map feature is expected to launch in November 2024.

<https://naw.appawards.co.uk/events>



GET SOCIAL

Use the hashtag #NAW2025 or tag @apprenticeships and @AmazingAppsUK to share how you're celebrating the week.