



YOUTH APPRENTICESHIP GUIDE TO HOSTING A VIRTUAL EVENT 2024





Introduction to Youth Apprenticeship Week

Youth Apprenticeship Week (YAW) is a nationwide celebration that highlights Registered Apprenticeship programs for youth, ages 16 to 24. Employers, educators, labor unions, and workforce professionals across the country are launching apprenticeship programs that allow youth to earn competitive wages while obtaining the relevant training and experience to start their careers. YAW is an opportunity for stakeholders to show how youth apprenticeship can create a steady pipeline of skilled workers for businesses.

YAW gives organizations the opportunity to highlight the successes and value of Registered Apprenticeship for improving job quality and creating opportunities for youth 16 to 24 to access good-paying, family-sustaining jobs while addressing some of our nation's pressing workforce challenges such as rebuilding our country's infrastructure, addressing critical supply chain demands, supporting a clean energy workforce, modernizing our cybersecurity response, and responding to care economy issues.

Events could include signing ceremonies to launch new programs, panel discussions, roundtables, graduations, employer forums, career fairs, hands-on training, and open houses. While these events have traditionally been in-person, some may choose to host their YAW 2024 events virtually to increase accessibility across geographical areas. Most events can be hosted on virtual platforms with minimal or no cost. This tip sheet is designed to help YAW event hosts consider tips and tricks to hosting a successful online event.

Types of Virtual Events and their Corresponding Platforms

What kind of event is best for you?

- **Webinar** – Best for large groups. Share slides, videos, virtual site tours and more. Encourage interaction via live chats or Q&A sessions. Webinar platforms include [Zoom](#), [Facebook Live](#), [Microsoft Teams](#), [YouTube Live](#) and [GoToWebinar](#).
- **Podcast** – Interview an apprentice or an employer about their youth apprenticeship experience. Discuss the benefits of Registered Apprenticeship or best practices for success. If you don't have an established podcast, consider reaching out to existing podcasts in your field and pitching one of your organization's experts as a guest.
- **Video Call** – Best for interactive conversations. Video call platforms like [Zoom](#), [GoToMeeting](#), [Microsoft Teams](#) and [Google Meet](#) include the option for presenters to share screens and present slides.
- **Phone Conference Call** – Audio only. Once a conference line is set up and shared, participants can dial in and listen to a presentation or join in a conversation. A conference call platform, such as [Free Conference Call](#), can connect users across the Country, or you can use the dial-in phone numbers provided through any of the video call platform options above.





- **Online Chat** – Ask your followers questions, or present experts to answer theirs. Advertise the event at least two weeks in advance. Use a hashtag on Twitter to help people find and follow the conversation. Online discussion and livestream platforms include [Twitter](#) and [Facebook](#).

Virtual Meeting Tips to Keep in Mind

- Create a user-designed experience – Consider what your audience knows (and needs to know) and make it as user-friendly and accessible as possible. Remove barriers to participation.
- Maximize visibility – Conduct research on your target audience to determine what timing works best, keeping in mind work and school schedules. Promote the event using social media and email.
- Understand the privacy options of your selected platform – There are ways to make your event more secure against malicious attacks or user error. For example, some platforms allow automatic muting, required entry passwords or virtual waiting rooms for guests.
- Anticipate challenges with technology – Rehearse all aspects of the event, if possible, with colleagues and create a back-up plan in case you run into technical issues.

Increasing Diversity, Equity, Inclusion, and Accessibility (DEIA)

When holding your event consider extending your outreach to underserved communities including women, people of color, veterans, military spouses, persons with disabilities, and justice-involved individuals.

For details on how to access underserved communities, please visit the [Apprenticeship.gov DEIA website](#), which includes resources, toolkit, factsheets, reports, and case studies to help you diversify your workforce. A DEIA-rich workplace can build a competitive edge. Diverse teams foster belonging, unleash creativity, and connect deeper with the communities we exist in.

What kinds of strategies can you implement?

- Consider partnering with Community-Based Organizations that have a deep reach in the community, such as Boys and Girls Clubs, NAACP, Urban League, local university workforce development centers, and local churches, mosques, and synagogues.
- Consider including diverse populations/stakeholders/employers on the event invitation list.
- Consider featuring diverse representation in all your visual marketing campaigns.



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- Consider hosting diversity and inclusion dialogues that focus on youth apprenticeship.
- Consider hosting hands-on workshops to facilitate DEIA conversations.

Join us in celebrating the power of Youth Apprenticeship. By collaborating with industry, education, and Federal, State, and local communities, you invest in the potential of tomorrow's workforce, building bridges to economic advancement and shaping a brighter future for generations to come. Together, we can ignite a passion for multiple high-demand industries, champion youth opportunities and create a skilled workforce that drives our nation's prosperity.

Continue to visit the [YAW website](#) for more information and the latest developments and consider subscribing to [ApprenticeshipUSA](#) newsletter for important news and updates delivered right to your inbox!

