

2020 National Apprenticeship Week Event Planning Toolkit

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Introduction to National Apprenticeship Week

In its sixth year, National Apprenticeship Week (NAW) is a nationwide celebration established by the U.S. Department of Labor to bring together leading business, labor, education, and other critical partners to showcase the impact apprenticeship programs have on closing the U.S. skills gap for the American workforce.

NAW gives employers, including sponsors and providers, the opportunity to showcase their programs, facilities, and apprentices so that career seekers can learn more about the benefits of apprenticeship and the programs that are available in their communities.

Get involved by hosting an event or signing and submitting a proclamation. While these events have traditionally been in-person, the U.S. Department of Labor recommends that you [host your NAW 2020 events virtually](#) to limit exposure and transmission of the coronavirus.

If you're thinking about participating, this toolkit contains everything you need to plan, organize, and host a successful event. For more information and materials, please visit [apprenticeship.gov/NAW](#) or email NAW@dol.gov if you have any questions or need additional support.



Messaging & Talking Points

Use this messaging to help prepare people who will be speaking at your event.

About Apprenticeship

- Apprenticeship is an industry-driven, high-quality career pathway in which workers can obtain paid work experience, classroom instruction, and a transferable credential while job creators develop and prepare their future workforce.
- Apprenticeship programs enable job creators to develop and train their future workforce while offering career seekers affordable paths to secure high-paying jobs.
- Apprenticeship programs are distinguished from other types of workplace training models by several factors:
 - Apprentices are paid by their employers during training;
 - Apprenticeship programs provide on-the-job learning and job-related classroom training;
 - On-the-job learning is conducted in the work setting under the direction of a mentor(s); and
 - Training results in an industry-recognized and portable credential.
- Apprenticeship is a flexible training model that can be customized to meet the needs of every business and industry.

National Apprenticeship Week

- National Apprenticeship Week is a nationwide celebration established by the U.S. Department of Labor that brings together leaders in business, labor, and education to showcase the impact apprenticeship programs have on addressing the U.S. skills gap and preparing the American workforce for the jobs of today and tomorrow.
- NAW has hosted more than 4,000 events attended by more than 400,000 participants across all 50 states since its start in 2015.
- Last year, NAW reached record numbers with nearly 1,224 events across the U.S., approximately 130,000 event attendees, and over 170 proclamations, including a Presidential proclamation.
- Events and activities have included apprenticeship program open houses for career seekers, skills competitions, community forums, apprentice graduations, business open houses, high school or college career fairs, apprenticeship signing days, industry roundtable events, and more.

Why Apprenticeship?

- Today, employers across the country struggle to find workers with the right skills due to the growing skills gap in the workforce.
- Apprenticeships offer workers paid, relevant workplace experiences while acquiring the skills and credentials that employers value.
- Apprenticeship offers career seekers the opportunity to:
 - Earn a paycheck while learning from day one
 - Gain workplace-relevant skills in the field of their choice
- Apprenticeships also provide affordable paths to secure, high-paying jobs and careers without the typical student debt that has become associated with college.



- The average starting wage after completing an apprenticeship program is \$70,000.
- Workers who complete apprenticeship programs earn an average of \$300,000 more over their career when compared to peers who don't.
- Apprenticeship programs help employers:
 - Recruit and develop a diverse and highly-skilled workforce that helps grow their business
 - Improve productivity, profitability, and an employer's bottom line
 - Create flexible training options that ensure workers develop the right skills
 - Receive tax credits and employee tuition benefits in participating states
 - Increase staff loyalty and retention of workers, during and following the apprenticeship
- 94% of apprentices retain employment after completing an apprenticeship program.



Event Planning Checklist

If you're planning an event for NAW, this checklist will help you get started.

Four Weeks Out

- Determine date, time, and format of event
- Recruit internal volunteers and assign roles as applicable (invitations, set up, social media posting, employee communications, publicity, etc.)
- Reserve location for event
- Coordinate Audio/Visual (A/V) and other vendor needs
- Develop general invitation and registration list (see invitation tips below)
 - Consider creating an online event (Facebook, EventBrite, etc.) so information is more accessible
- Coordinate speaker/panel if applicable
- Develop agenda for event, including talking points, hand-outs or one-pagers, and PowerPoint presentations, if needed (see the sample agenda on page 8 of this toolkit)
- Announce event internally as appropriate
 - Newsletter inclusion, intranet content, staff meetings, etc.
- Begin promoting your event, including press release distribution, media pitching, social media posts using **#NAW2020**, online community calendars, an announcement on your website, etc. (For tips and content ideas, download the Promotion Toolkit at apprenticeship.gov/NAW)
- Send personal invitations to key stakeholders, if applicable (local industry and educational organizations in the community, important customers, youth organizations, veterans' groups, etc.)
- Invite additional attendees, if applicable (elected officials, local media outlets, families of employees, local businesses, students of local schools, etc.)
- Register event on the National Apprenticeship Week website

Three Weeks Out

- Track and confirm event RSVPs
- Refine event materials needed for speakers (e.g., talking points, presentations, etc.)
- Determine required safety equipment, if applicable
- Post about event on social media using **#NAW2020**

Two Weeks Out

- Send invitation reminder to attendees who have not responded
- Coordinate internal planning group to review event materials and confirm roles and responsibilities for day-of
- Post about event on social media using **#NAW2020**

One Week Out

- Confirm details and logistics with speakers (e.g., special needs, etc.)
- Practice presentations with company spokesperson(s)
- Share final event materials with event speakers
- Finalize attendee list
- Post about event on social media using **#NAW2020**

Three Days Out

- Send reminder to confirmed attendees
- Hold event run-through of event
- Post about event on social media using **#NAW2020**

Day Before

- Set up event space
- Final run-throughs of presentations, if needed
- Post about event on social media using **#NAW2020**

Day of Event

- Host event!
- Post about the event on social media using **#NAW2020**

One to Three Days Post-Event

- Send thank you to any panelists or speakers in addition to attendees
- Follow up on any questions raised during the event
- Post photos of event on social media using **#NAW2020**
- Consider writing a company blog recapping the event
- Evaluate the event internally

Invitation Tips

When developing your NAW event invitation list, consider reaching out to the following groups and stakeholders:

- Local [American Job Centers](#)
- Local Chambers of Commerce – request list of local member businesses/contacts
- Local colleges/universities/technical colleges and high schools
- Local career advisors and high school counselors
- Local legislators, other government officials, county boards/city councils, etc.
- Local networking/professional groups
- Local community organizations
- Local veterans' organizations/military recruiters
- Local industry groups
- Local unions (carpenters, plumbers, steelworkers, electricians, etc.)
- Employees – ask them to spread the word to family/friends
- Customers/clients
- Suppliers, business partners, etc.

For more ideas and information on previous events, check out the 2019 NAW report , 2018 NAW report and the 2017 NAW report on apprenticeship.gov/NAW.



Template: Sample Event Agenda

This sample agenda and mock run of show is to serve as a guideline for your event and should be tailored to your specific event activities, industry, speakers and guests.

8:00 – 8:15 a.m.	<p>Opening Remarks & Welcome *Event introduction made by the emcee (business leader, local government official, apprenticeship program leader, etc.). The emcee then invites guests to follow the organization on social media platforms, sharing the official NAW hashtag #NAW2020.</p>
8:15 – 8:45 a.m.	<p>Presentation *Keynote speakers present about the impact of apprenticeship program(s) on building the workforce and the economy of the future, best practices, and tips for businesses, success stories and program updates, future apprentices, and more.</p>
8:45 – 9:00 a.m.	<p>Apprentice Spotlight *Apprentices and/or apprenticeship graduates are given the opportunity to tell their story on how apprenticeship has impacted their lives.</p>
9:00 – 9:30 a.m.	<p>Speaker Q&A *Speaker(s) take questions about the apprenticeship program, the role of apprenticeships in communities, how individuals can become apprentices, how companies and organizations can get involved, and more.</p>
9:30 – 9:35 a.m.	<p>Transition *Speaker directs event attendees to their next activity and where to go if the activity is in a different location.</p>
9:35 – 10:00 a.m.	<p>Facility Tour & Skills Exhibition *Emcee and other business leaders and/or keynote speakers take guests on a tour of the local facility, highlighting the tools and resources available in their apprenticeship program and/or will exhibit the skills, expertise, and successes of the apprentices.</p>
10:00 – 10:15 a.m.	<p>Closing Remarks & Questions *Emcee thanks presenters, speakers and guests, and closes the event, reminding attendees to visit their organization's website and social channels and share their apprenticeship journey on social using the hashtag #NAW2020 and tagging the U.S. Department of Labor's social media channels.</p>

Template: Sample Event Invitation

Use this template to invite attendees to your event.

YOU'RE INVITED! JOIN OUR NATIONAL APPRENTICESHIP WEEK EVENT

Dear [insert name],

The sixth annual National Apprenticeship Week (NAW) is taking place November 8-14, 2020, and [insert entity name] is hosting a(n) [insert event name/type]. We invite you to join us and learn more about our commitment to apprenticeships and how these unique work-based training programs make a difference in our community.

Date: [insert]

Time: [insert]

Location: [insert address + city, state]

Contact: [insert]

The event will feature [insert activity] and attendees will have the opportunity to hear from [insert speaker]. [Insert any additional necessary information.]

The benefits of apprenticeship are substantial for both job seekers and job creators. These “earn as you learn” models enable employers to fill open jobs, improve productivity and profitability, and reduce turnover while providing the American workforce with pathways to start new careers and acquire the skills needed for good jobs.

Please let me know if you have any questions about the event or [insert entity name]'s apprenticeship initiative. If you'd like more details about National Apprenticeship Week, [visit the NAW website](#) for information including history, state apprenticeship contacts, and the NAW events locator map.

We look forward to hearing from you and hope you can attend.

Best,

[Insert Name]

[Insert Signature and Contact Information]

Learn more: apprenticeship.gov/NAW



Template: Thank You Note

This sample thank you note should be distributed following your NAW 2019 event.

Insert Logo Here
Delete Box After

Dear [Insert Name],

Thank you for attending our National Apprenticeship Week [insert event type] event on [insert event date]. We hope you found the event informative and helpful and we welcome any feedback you would like to share.

To learn more about apprenticeship and how to start an apprenticeship program at your organization, visit apprenticeship.gov or contact apprenticeship@dol.gov.

For more information on National Apprenticeship Week and other upcoming events, visit apprenticeship.gov/NAW.

Thank you again,

[Insert Name]
[Insert Company]
[Insert Phone]

