

20  
22

BusinessLDN presents

# Skills LONDON



@skillsLondon  
#afuturethatworks

Showcase the benefits of  
joining your future workforce

Register to be part of the UK's  
largest jobs and careers event

Friday 25th and Saturday 26th November 2022  
ExCeL London 09.30 – 16.00



[skillslondon.co.uk](https://skillslondon.co.uk)

We are incredibly excited to be back, and are ready to make 2022 our best year yet. This November, we'll be bringing together businesses and education providers from across the UK to speak directly to young people, helping them discover a future that works for them.

Welcoming thousands of visitors, Skills London is the UK's largest jobs and careers event for 14-24-year-olds. It's a fantastic chance for organisations to showcase employment opportunities to young people, opening eyes to the benefits of joining their future workforce. At Skills London 2019 we saw:

**34,387**  
visitors

**228**  
schools and colleges

**31 of 32**  
London boroughs

**52%** Female  
**48%** Male

SkillsLondon

**2019**  
November

**DAYS** **FRI SAT**

**14 - 24**  
Year olds

# Bring Your Organisation to Life

Skills London offers organisations and employers the opportunity to engage directly with young Londoners, more than any other event in the UK. It's a platform for showcasing career opportunities and demonstrating your commitment to creating a diverse and inclusive workforce.

By being part of the event, your organisation will:

- Gain direct contact with the next generation
- Engage teachers, parents and carers
- Create interactive learning experiences at your stand
- Recruit candidates from every corner of London, widening your talent pools
- Build relationships with schools, colleges, stakeholders and other exhibitors
- Support London's young people in tandem with meeting your CSR objectives.



## Success Stories

**100%** of our 2019 exhibitors agreed that Skills London offers organisations the opportunity to inform young people, teachers, parents and carers about future careers

**89%** of exhibitors said that the event met their overall expectations

“Skills London is a great event with a wide variety of young people attending and plenty of opportunities to build awareness with this audience.”  
**EY**

“We've found Skills London to be very productive. The event is bursting with activity and plenty of interested students who have the opportunity to ask questions.”  
**L&Q Housing Group**

“Skills London is a brilliant event and one of the best for engaging with young people.”  
**City, University of London**

# Be Part of Something Bigger

In the months leading up to the event, exhibitors benefit from a rolling marketing campaign that raises awareness of Skills London, its exhibitors and sponsors, and the wide range of opportunities available all year round. Led by BusinessLDN, and supported in previous years by the Greater London Authority, the campaign reaches hundreds of thousands of people through online advertising, media partnerships, broadcast coverage and direct mail.



**82,326**  
page views



**2,489,406**  
commuters reached



**70,000+**  
impressions



**319,064**  
impressions



## Why Interactivity Works

Exhibitors that take the time to plan interactive features have a tremendous response at Skills London and their stands are the busiest within the event. Interactivity is the key to success at Skills London, so take the time to think of how you can show off your organisation in a fun way with interactive features. The Skills London team will support you with ideas and inspiration on how to make your stand hands-on and interactive.

# Exhibitor Packages

The Skills London event is split into zones to help visitors and exhibitors make the most of their visit. As a registered exhibitor, we'll help you find the zone that is best suited to reaching your desired audience. Packages include everything from complete stands with lighting and flooring, end of the day cleaning, Wi-Fi access, onsite assistance, and support from event organisers.

For exhibition enquiries contact:

Craig Cahill

[Craig.Cahill@optimus-education.com](mailto:Craig.Cahill@optimus-education.com)

+44(0)1823 589 868

We also have a variety of sponsorship packages available.

To discuss sponsoring contact:

Jen Delderfield

[Jen.Delderfield@optimus-education.com](mailto:Jen.Delderfield@optimus-education.com)

+44(0)1823 219 112

**Stand costs from £360 per m<sup>2</sup>**

Exhibition stand services are provided through the following contractors:

**Showlite provide Lighting, power, shell scheme, panel hire and carpet:**

[showlite.co.uk](http://showlite.co.uk)

**Furniture:**

[europainternational.com](http://europainternational.com)

Detailed information on the range of services available will be accessible through your exhibitor manual closer to the event.

**EXCEL**  
LONDON



# About the Organisers

## BUSINESS LDN

BusinessLDN is a membership organisation campaigning to make London the best city in the world to do business, working with and for the whole UK. Our membership comprises 180 leading employers across a wide range of sectors.

BusinessLDN works with our members, stakeholders and allies to find practical workable solutions, making a positive difference to skills and employment in London. Skills London is a vital part of this, leveling the playing field for people from all backgrounds by improving their access to jobs and the training market.

Find out more at [businessldn.co.uk](http://businessldn.co.uk)



Optimus Education is the market leader in delivering skills, career, and apprenticeship events across the UK. Our annual events are free to visit and offer exhibitors direct access to students, young people, families, teachers and career professionals.

- Part of the Shaw Trust – one of the largest charities in the UK – helping to transform the lives of young people and adults across the UK and internationally.
- Profits made via commercial trading businesses are used in funding the charitable objectives of the group.

Find out more at [optimus-education.com](http://optimus-education.com)

# Join the many organisations that have benefitted from being part of Skills London



Help young people find the future that works for them

+44(0)1823 589 868



Craig.Cahill@optimus-education.com



@skillsLondon

#afuturethatworks

skillslondon.co.uk