



# HULL AND EAST RIDING'S LARGEST SKILLS, CAREER AND APPRENTICESHIP EVENT

LET'S TAKE YOU THERE





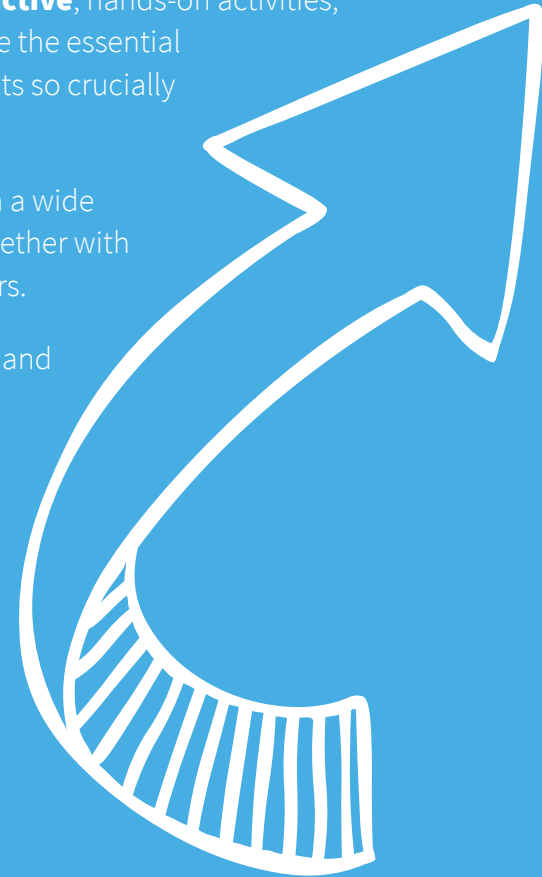
## About SkillsHullandEastRiding

SkillsHullandEastRiding is thrilled to be returning on 28 and 29 March 2023.

SkillsHullandEastRiding makes it possible for thousands of keen, young people and their key influencers to return their focus on visualising their future career pathways. With highly **interactive**, hands-on activities, we want your support to be able to reignite the essential passion for **career pathways** that students so crucially needed at this time.

Exhibit at SkillsHullandEastRiding and join a wide range of national and local employers, together with universities, colleges, and training providers.

We would love you to be part of this event and to work with us in not only providing the essential connection to the world of work but also to highlight your commitment to **inclusion and diversity** and help raise young people's aspirations and confidence.



### THE BENEFITS





## Benefits of exhibiting



### Face-to-face

...conversations with future talent, their key influencers, teachers and career leaders.



### Interactive

...bring your organisation to life through hands on learning, activities and demonstrations.



### Help

...your community to support young people in feeling confident and positive about the future world of work.



### Showcase

...your new world of work during the current climate.



### Launch

...any new schemes, courses, and apprenticeships.



### Ambassadors

...showcasing your talent with peer to peer engagement, giving visitors the opportunity to connect and hear real life stories from your ambassadors.



### Attract

...quality candidates for vacancies, courses, volunteer roles and placements current and future.



### Support

...your sector and inspire students to address your skills shortages.

**ATTRACTING VISITORS**







## Visitor attraction

### Direct communication

...we connect with career contacts, teachers, and senior leaders at all regional schools attracting approximately 3,000 pre-registered visitors.

### Pre-event

...career resources, lesson plans and newsletters provided directly to schools and students.

### Promotion

...via local partnerships with key organisations and individuals including, local councils and other regional stakeholders.

### Spreading the word

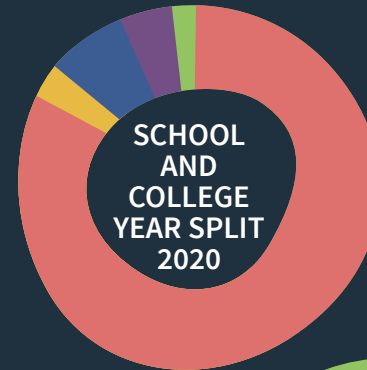
...access to a digital marketing toolkit to help share news about your involvement.

### Presence

...on the Optimus Education Events website, social media coverage and news articles shared with pre-registered schools.

### Direct mailing

... to parents and carers via mailshot to promote your presence at the event.



**2,874**  
students  
attended the  
event in 2020

**“We put on events of this scale to make sure that young people locally across Hull and the Humber know what their opportunities are when they leave school, so they can make the right choices and progress into the correct careers going forward.”**  
Hull City Council, Exhibitor

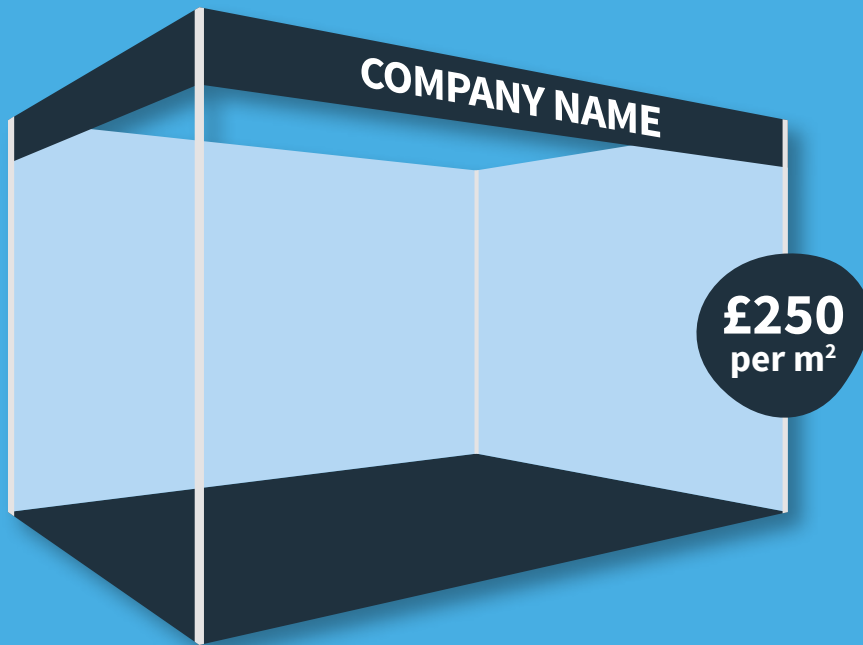
**“We’re here to promote all the vacancies we have and all the opportunities we have within the NHS. Everyone thinks it’s just nursing, but there are lots more opportunities within physiotherapy, pathology, there are lots and lots of things. I think it gives them the idea that there are lots of opportunities out there, and it also gives them an idea of what grades they will need and the different routes into the professions.”**  
Hull University Teaching Hospital, Exhibitor

## YOUR STAND





## Your stand package includes...



A walled shell scheme stand with lighting and carpet

Editorial listing online and in our event guide, distributed free to all visitors

Social media promotion

Exhibitor manual and full support from our experienced event team

Meet the team training session helping you plan for a successful event

Free venue Wi-Fi to help you engage online

**Sponsorship can be a great way to raise your profile or enhance your presence at events. Bespoke sponsorship packages are available.**

### Example stand sizes (excluding VAT)

3 x 2m	£1,500
4 x 3m	£3,000

Shell scheme and space only stands are available in a range of sizes and can be customised to suit your requirements and budget. Shell scheme enhancements such as graphic panel inlays, furniture and electric packages are available to purchase through our stand contractors.

Please request a copy of the floorplan to discuss and choose a suitable stand size and location.

**THE ORGANISER**





## About us

**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.

Optimus Education is part of 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. All profits made via commercial trading businesses are used in funding the charitable objectives of the group.

### Optimus Education & Shaw Trust Vision

A future where good employment is accessible to all in society irrespective of life circumstances.

#### Our commitment

To focus our experience, skill, advocacy, and passion to deliver the highest quality services for the people we support and to improve opportunities and access to work now and for the long term.



**We care** about people, we support our staff and people we work with to realise their potential and transform their lives.



**We are inclusive** and value the ideas, views and strengths of everyone we work with and support. Everybody is different and everybody is equal.



**We make a difference** by making a lasting positive impact for the people we support which is the reason we exist. We deliver high performance across our services, helping people to improve their lives.



**We are collaborative** and working together is more effective and efficient. We believe that by working together with a range of partners we create better services and solutions.



**We are honest** and we are authentic, accountable and transparent in all we do.



**Get in touch today...**

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Find out more at  
[skillsevents.com](http://skillsevents.com)

