

SkillsCymru Llandudno

Venue Cymru 5 Oct 2023

SkillsCymru Cardiff

Cardiff International Arena 10 and 11 Oct 2023

Call the events team on 0121 817 0257 or  
email [exhibit@optimus-education.com](mailto:exhibit@optimus-education.com)

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# WALES' LARGEST SKILLS, CAREER AND APPRENTICESHIP EVENTS

## About SkillsCymru

After a highly successful show in Cardiff last year, we are delighted to announce that we will be returning to with two shows in **Cardiff** and **Llandudno** in 2023.

The SkillsCymru series 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 need at this time.

Exhibit at the SkillsCymru events and join a wide range of national and local employers from across the region, together with universities, colleges, and training providers. Now more than ever it's time to connect!

We would love you to be part of these events and to work with us in not only providing the essential connection to the world of work, to highlight your commitment and positive actions in respect of **diversity and inclusion** and help raise students' aspirations and confidence.



## Benefits of exhibiting



### Face-to-face

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



### Attract

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



### Interactive

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



### Launch

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



### Support

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



### Help

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



### Workshops

...help deliver career planning advice, CV tips, real life resilience, skills matching and host inspirational takeaway sessions to support career planning.



### Ambassadors

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



'It was a pleasure to attend SkillsCymru 2022, and experience first-hand the energy brought to the Motorpoint by contributors and visitors alike. Events such as these are important, both for the future-proofing of our thriving Welsh industries and in showing the many different pathways that can be taken into further education, training and employment. SkillsCymru is an important delivery mechanism for the Young Person's Guarantee, our commitment that everyone under the age of 25 in Wales will have the offer of support to gain a place in education or training, find a job or become self-employed, to help young people in pursuing a positive future. This event put students and young people in direct contact with colleges, companies and organisations in an atmosphere of shared ambitions, and it was encouraging to hear positive conversations being shared on the stands.'

**Vaughan Gething, Minister for Economy**



## Visitor attraction

### Direct communication

...we connect with career contacts, teachers, and senior leaders at all regional schools attracting thousands of 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.

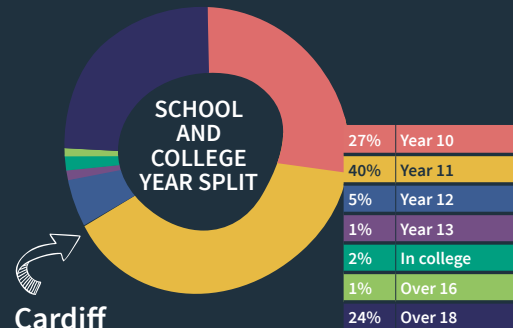
### Spreading the word

...all schools receive a marketing toolkit to spread the word with their student, teacher and parent communities.

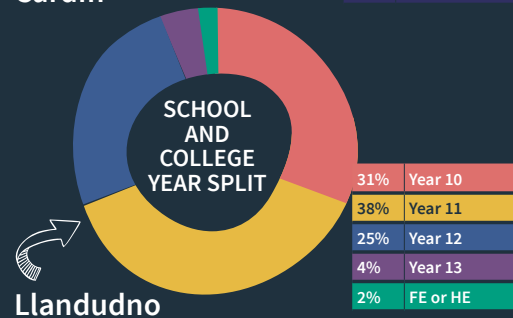
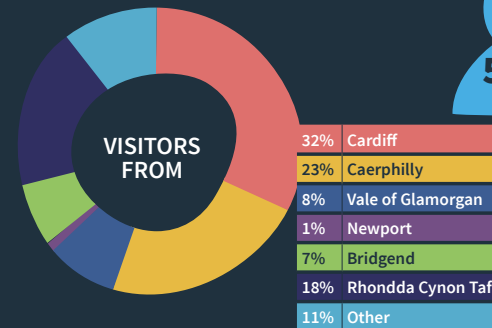
### Presence

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

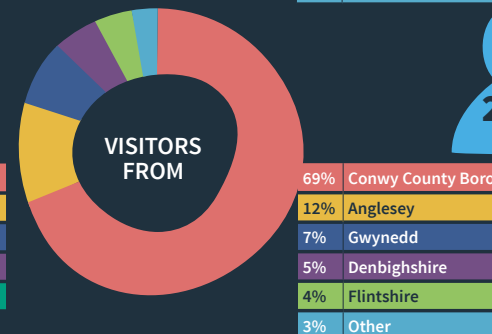
### Previous attendee statistics



Cardiff



Llandudno



“We had a lot of positive engagement with students and parents, particularly during the twilight session on the first day!”

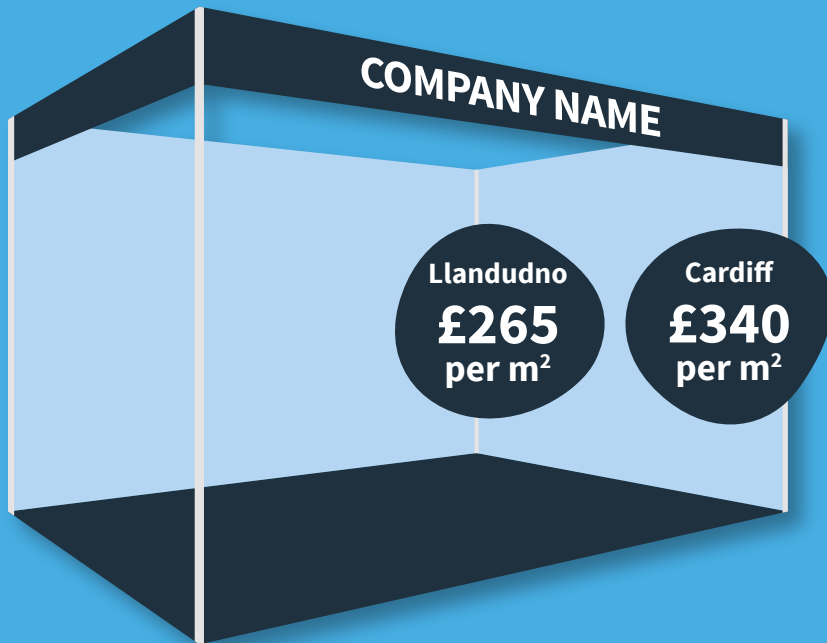
**Swansea University**

“Great event. The evening session was the busiest I have ever seen it. We had the Minister visit our Big Ideas Wales stand on the first day at the same time two schools from his constituency were taking part in a challenge. He stayed and chatted with young people and staff.”

**Big Ideas Wales**



## Your stand package includes...



Example stand sizes (excluding VAT)		
	Llandudno	Cardiff
3 x 2m	£1,590	£2,040
5 x 2m	£2,650	£3,400
4 x 3m	£3,180	£4,080
6 x 3m	£4,770	£6,120

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.

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A walled shell scheme stand with lighting and carpet

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

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Social media promotion

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Exhibitor manual and full support from our experienced event team

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Free venue Wi-Fi to help you engage online

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



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



**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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0121 817 0257

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

