

NATIONAL APPRENTICESHIP WEEK 2022

Do you want your Apprenticeship opportunities in front of over a million candidates and influencers?

Schools, colleges, employers, career advisers and thousands of students will be coming together online to celebrate Apprenticeships in February 2022, in support of the Government lead initiative, National Apprenticeship Week. The Careermap team will bring together talent from all backgrounds and ethnic groups with industry. It is time to celebrate the amazing Apprenticeship talent in this country and the opportunities available during NAW2022.

The Careermap team will be running 4 live online events per day during NAW2022. This gives you and your organisation the unique opportunity to showcase your Apprenticeship offerings to thousands of potential new candidates and influencers via www.nationalapprenticeshipweek.co.uk



We engage, we inform, we inspire! All webinars, live online events and Q and A's will be driven by the Careermap network - this includes targeting pre, during and post events to increase your registrations and secure powerful engagement.

Alongside these live online events, we will be creating a special NAW2022 digital issue of Careermap for School Leavers, giving all our clients extra reach in a trusted space and the chance to tell your story!

RATES:

HEADLINE SPONSORSHIP	£10,000 + VAT
CAREERMAPLIVE WEBINAR	£2,500 + VAT
FULL PAGE ADVERT IN CAREERMAG NAW SPECIAL EDITION: WWW.CAREERMAP.CO.UK	£2,000 + VAT
DOUBLE PAGE SPREAD IN CAREERMAG	£3,500 + VAT
APPRENTICESHIP LISTINGS ON: WWW.CAREERMAP.CO.UK	£500 + VAT (PCM)
EMAIL CAMPAIGN	£900 + VAT
LEADERBOARD BANNER	£500 + VAT (PCM)
HOMEPAGE FEATURED SPONSOR	£750 + VAT (PCM)

WATCH THE SHOWREEL FOR NAW2021



Supported by



TESTIMONIALS

**"I CAN'T BELIEVE WE
HAD SO MANY JOIN US
ON THE SESSION"**



**"WE'VE STRUGGLED WITH
ENGAGEMENT AT VIRTUAL EVENTS,
SO IT WAS FANTASTIC TO SEE SO
MANY PEOPLE JOINING"**



**"I WAS VERY IMPRESSED BY
THE TURNOUT AND ENGAGEMENT
FROM THE PARTICIPANTS"**



**"A WIDER AND MORE TARGETED
AUDIENCE THAN WE HAVE BEEN
ABLE TO REACH BEFORE"**



STATS

95%
OF ATTENDEES
FELT BETTER
PLACED TO MAKE A
WELL-INFORMED
DECISION AFTER
THE EVENT

70%
SEARCHED
THE EMPLOYER
AFTER THE EVENT

88%
OF ATTENDEES
WOULD
RECOMMEND THE
WEBINAR EVENTS
TO A STUDENT
OR FRIEND

23
LIVE
WEBINARS

115
GUEST
SPEAKERS

1.2K
AVERAGE
ATTENDEES
PER EVENT

4.6K
LIVE
QUESTIONS

26K
ATTENDEES

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