

# Key tips: How to make the most of your apprentice celebration events

## Introduction

Hosting your own celebratory events for apprentices such as awards and graduation-style ceremonies is a great way to showcase their success and show pride in your employees.

Following these simple steps will ensure the highlights from your event reach the widest audience possible, showcasing your commitment to potential employees and helping you stand out from your competitors. This could have a huge impact on inspiring the next generation of apprentices, raising employee morale and boosting the profile of your organisation.

## Build momentum – these top tips will help to promote your celebratory events



### Plan ahead

Schedule social media posts ahead of the event to build momentum. Give attendees details of the event hashtag and your company's social media handles that they can use when posting via social media themselves.



### Use the hashtag

To enable the National Apprenticeship Service to monitor, share and enjoy apprenticeship graduations that take place, please use the hashtags #apprenticegraduation and #apprenticeawards in social media content. We can then capture all social media activity and content shared before, during and after the event (photos, videos, etc) and share on @Apprenticeships social media channels.



### Offer advice

Make sure that your apprentices and their guests for the ceremony are given advice to help them share as much content as possible via social media and online channels – even if it's an email the day before reminding guests to post about the event via social media (Twitter, Facebook, LinkedIn, Instagram).

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## Give an incentive

If you want to boost the number of people posting about your event on social media, why not use a small incentive? Issue a call out for the best photo on the day, or run a competition for the social post with the most likes or retweets. Prizes could include shopping vouchers, stationery or confectionery.



## Use a Snapchat Geofilter

Another way of encouraging apprentices and their guests to post about the event is by creating your own personalised Snapchat filter. From £5.99 you can create a picture overlay for the duration of the celebration event which apprentices can use directly through the app. Search online for more information on creating Snapchat filters.



## Get creative

Providing your apprentices and guests with simple social media graphics that they can personalise and share is another good way to make social media activity around your event that bit more exciting. For example, create a simple graphic that can be included within a tweet and that celebrates each apprentice's achievements in securing their award or reaching the graduation milestone, featuring the following:

- Company logo
- Space for photo
- Motivational message: e.g. proud to graduate as an apprentice with [company name]



## On the day

Make sure that the event hashtag and any other relevant social media handles are clearly visible for guests (e.g. included on any presentations or screens, tables, menus, leaflets etc). Assign a member of your team to post via social media during the event itself, with the aim of capturing as many memorable moments as possible.

## Other things to consider



### Invite media

Getting local or trade media to attend can be a great way to create a buzz around the ceremony.



### Get the right presenter

Securing a well-known face to host the celebration, or someone right at the top of the organisation, will add an extra level of excitement. If they are using social media, ask them to post about the ceremony to boost awareness.



### Share the story

Writing an account of the ceremony and sharing via your website, news pages, newsletters or trade bodies you're a member of is a nice and simple way to remember the best moments from the day. These can also be used when helping to target new apprenticeship recruits.

Please do feel free to share information about upcoming apprentice celebration events with the National Apprenticeship Service. Email: **Marcomms.mailbox@education.gov.uk** with details of your ceremony and one of our team will get in touch!

**Thank you**  
**National Apprenticeship Service**