



Association of  
**Apprentices**

partner

# HANDBOOK

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Welcome to the Community



## QUICK LINKS

- [Our vision and mission](#)
- [Branding and guidelines](#)
- [Onboarding checklist](#)
- [FAQs](#)
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# WELCOME!



We are delighted to welcome you as a valued partner on this transformative journey to enhance the apprentice experience, within your organisation and across the nation. We are grateful to consistently welcome new partners who share our passion to maximise the potential of the UK's community of almost one million apprentices. Thanks to you, we are able to provide free resources, support, and opportunities to all our members who are upskilling to progress their careers. We encourage you to take a look at our latest Insight Report on our News Page, which presents compelling data showcasing the influence that AoA is already having on apprentices up and down the country.

We firmly believe that together, we can make even greater impact, not only for completion and retention rates, motivation levels, and mental health, but also in leaving a lasting impression on members who will remember AoA in the years to come. We would like to take this opportunity to thank you for recognising the vital work AoA delivers, and for your commitment to the apprentice experience.

From the team at the Association of Apprentices (AoA)

At the Association of Apprentices (AoA), our promise extends beyond apprentices themselves to employers, training providers and EPAOs. We commit to being a trusted partner that supports and enhances the apprenticeship journey, fostering success for all stakeholders involved. Through strong relationships and collaboration, apprentices who are supported can realise their full potential by completing their apprenticeship programme.

**At the Association of Apprentices (AoA), our promise is to be the steadfast support system for apprentices throughout their journey and beyond. We are committed to providing comprehensive resources, guidance, and a vibrant community that empowers apprentices to thrive and succeed... all available in one place.**

# BRANDING GUIDELINES - CONDENSED

All required logos are in the Partner Toolkits - The logo should feature on a background of the four brand colours, when possible.



## WHAT TO CALL US

Where required, refer to the Association of Apprentices ('the' should only be capitalised at the beginning of a sentence).

## BUT IT DOESN'T FIT! - ABBREVIATIONS

Refer to us as AoA! Both 'A's should be capitalised, with a lower case 'o'. When abbreviating, always drop 'the'.

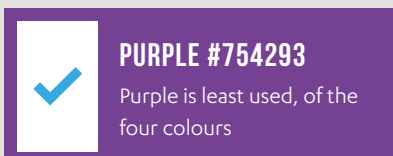
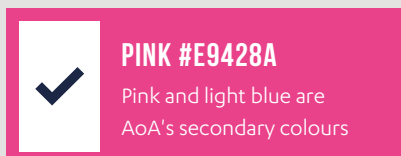
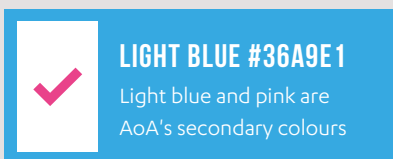
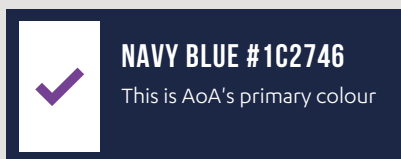
*'Register for ~~the~~ AoA's next Masterclass.'*

The Association is also acceptable. For example:

*'We have been partners of the Association for two years.'*

## OUR APPROVED COLOUR PALLETTE

AS WELL AS WHITE, THESE ARE OUR FOUR COLOURS:



your onboarding

# CHECKLIST

WELCOME TO THE ASSOCIATION

## SOCIAL MEDIA POST OR SHARE

You will see a social media posts in the Partner Toolkit that you can use to announce the partnership and again when relevant. You may use the following text, or create your own:

"Exciting news! <Your Organisation> is proud to announce our new partnership with the Association of Apprentices. This collaboration will empower us to support and nurture talent and contribute to our apprentices' professional growth. #partnership #apprenticeships #careers #apprenticejourney"

Twitter Post: Exciting news! We are proud to announce our new partnership with @AssocApprentice. This collaboration will empower us to support and nurture talent and contribute to their professional growth. #partnership #apprenticeships #careers #apprenticejourney

## FOLLOW US

Click the icons to follow:



## TELL YOUR APPRENTICES THAT YOU'VE JOINED!

There are many ways you can inform your apprentices that you've joined AoA. The most effective approach is to integrate us into your apprentice onboarding process. You will also receive a personalised email and video demo that you can send to your apprentices. More information in the FAQs.

## AOA CONNECT GROUP AND WELCOME SESSION

If you have a group on AoA Connect, it is important that you have appointed an apprentice moderator. This member should also join the Moderators' Group. They can enhance the overall experience for all members by consistently sharing valuable content and driving conversations.

## KEEP SIGNPOSTING

To ensure your apprentices always make the most of AoA resources, make sure you keep them informed. You will receive regular updates from us via our partner newsletter 'PartnerConnect' and you can join AoA's exclusive partners' group on LinkedIn here: [AoA Partners' Group](#)

## **How do we tell our apprentices we have joined the Association of Apprentices (AoA)?**

We suggest communicating the news through multiple channels such as: announcements on social media, mailshots, your website and intranet, and relevant publications. It's also important to inform key staff members, ensuring that relevant parties can benefit from the resources and opportunities included. To help you do this, we provide pre-prepared marketing materials for you to use. Of course, telling apprentices in person is a great option too! Many partners choose to hold an introductory webinar or in-person event with a title such as 'Boost Your Apprenticeship Now!'. Team AoA can support you with these sessions. Or why not do a short video explaining the benefits and why you have joined the AoA too?

## **How do we encourage our apprentices to become AoA members and what are the main benefits?**

Once apprentices understand the many benefits of their free membership, they are likely to take full advantage of it. That's why it's crucial to communicate the message loud and clear that this is a valuable and exciting opportunity that they won't want to miss out on.

Some of the key benefits to share with apprentices are the following:

- Apprentice membership to the Association of Apprentices is FREE!
- Accessing AoA Learn is a fantastic opportunity to take control of your professional development and life skills whilst contributing to your off-the-job training or Continuous Professional Development. With thousands of resources available on a variety of topics, you have the power to access blogs, articles, and courses to help you unlock your full potential. Through the app or on your browser, use this platform to become the best version of yourself, both personally and professionally.

## **Networking opportunities!**

- AoA Connect allows you to join forces with other apprentices from across the UK. Via app or browser, ask questions, join groups, share experiences, and expand your network of like-minded individuals. This platform, similar to LinkedIn, is exclusively for apprentices, connecting you in a collaborative and professional, but secure environment. Don't miss this fantastic opportunity to expand your network and grow.
- Imagine the thrill of attending an AoA Apprentice Meet Up, where you can connect with like-minded individuals, make new friends, and expand your network in person. These free events are the perfect opportunity to boost your confidence, hone your communication skills, and learn from our carefully selected guest speakers, all while enjoying a selection of drinks and nibbles. Don't miss the chance to take build a powerful network.
- Have you ever dreamed of learning from the best and brightest in the business world? Now you can! Join AoA's virtual Masterclasses and gain exclusive access to some of the most talented entrepreneurs and leaders. From Olympic coaches to BBC coaches, EPAOs to authors, our Masterclasses offer a wealth of knowledge and expertise that you won't find anywhere else. And if you can't attend in person, don't worry – simply stream them via AoA On Demand at your convenience.

## **How does the AoA app work?**

Apprentices can download our two apps free of charge, one for AoA Connect and one for AoA Learn. We encourage you to download both so you can access them anywhere anytime including on the move or your commute!



Learn on [ios](#) or Google Play



Connect on [ios](#) or [Google Play](#)

## **Will joining AoA be time consuming and add to an apprentice's existing workload?**

AoA exists to support apprentices on their journey, not to add to their existing tasks or to be seen as a chore. It is essential to get this message across. Being an AoA member can help apprentices become more productive and efficient in their work life but the transferrable skills they will gain in their personal development will naturally support them in their personal lives too.

It's important to remember that AoA exists to help apprentices grow and succeed, both in their professional and personal lives. By becoming a member, they'll gain valuable skills and knowledge that will not only benefit their careers, but also relationships and day-to-day activities, increasing productivity and efficiency and building transferrable skills to support their personal lives too.

## **How can we see how many members are signing up and what they are accessing?**

In your AoA Corporate Account you will be able to see the number of members from your organisation and log-in frequencies whilst accessing data and statistics on what your apprentices' activities. You access your corporate account by logging in on the AoA website with your Corporate Membership username and password. This helpful tool provides insight into how your corporate membership is working.

keep in touch

# CONTACT US



## Partnership Management

[carly@associationofapprentices.org.uk](mailto:carly@associationofapprentices.org.uk)  
[david@associationofapprentices.org.uk](mailto:david@associationofapprentices.org.uk)

## Community Management

[rachel@associationofapprentices.org.uk](mailto:rachel@associationofapprentices.org.uk)

## Marketing

[sophia@associationofapprentices.org.uk](mailto:sophia@associationofapprentices.org.uk)

## Partners' LinkedIn Group

<https://www.linkedin.com/groups/12855104/>

