

National Apprenticeship Week 2019

As some of you may be aware, the Department of Education is launching its new apprenticeship campaign in the new year. The campaign will address the outdated perceptions around apprenticeships and position them as an aspirational active choice for individuals and employers. In the new year we will share a comprehensive toolkit which will help you to share and promote the apprenticeship campaign across your channel.

Until then we can share with you the theme for the 12th annual National Apprenticeship Week.

What is National Apprenticeship Week?

National Apprenticeship Week, which will run from 4 – 8 March 2019, is co-ordinated by the National Apprenticeship Service and is designed to celebrate apprenticeships and the positive impact they have on individuals, businesses and the wider economy.

The theme for the 12th annual National Apprenticeship Week is: “Blaze a Trail”.

Through this year’s theme, we want to showcase how apprenticeships bring new energy and passion into businesses. Apprenticeships are a great path for people at any stage of their career from those starting out, to those re-entering the workforce, or those wanting to reskill or change careers.

We believe that apprentices are for those individuals and employers who have the spirit to blaze their own path and the passion to follow their dreams. For us, the 2019 theme encapsulates everything that apprenticeships stand for.

Collectively, our mission remains the same...to shift awareness into action. We want more employers offering or growing their own programmes, and more people becoming apprentices. It’s a time to showcase all the great things that you are doing, and we are calling on you to show your passion by taking part in the week-long celebrations.

Get involved

If you want to get involved or want to ask for more information, please get in touch. You can reach us at: The.Week@education.gov.uk

As in previous years, we will have a National Apprenticeship Week 2019 events map. If you’re planning an event, let us know about it. Keep an eye on our social media channels and GOV.UK for when the map is live.

As soon as the map is live, get your event on there to maximise your exposure ahead of the big week. For those events open to the public, we will look to promote these across our social media channels, allowing thousands more to hear about your event, just a little help with securing more attendees. On the events map, NAW 2018 had over 780 events mapped out across the country and we are sure that collectively we can beat that number in 2019.

Find out more

We will share more information, logos and digital assets in January 2019.