

**National
Apprenticeship
Week** **#NAW2023**

RESOURCE PACK

Everything you need to know



NAW2023

What is National Apprenticeship Week?

This nationally celebrated week is to recognise the **impact of apprenticeships** and the opportunities that the apprenticeship industry offers to the economy.

During the week there will be countless companies, schools and Training Providers getting involved and sharing content in line with the National Apprenticeship Week 2023 themes.

The 2023 weekly theme is “Skills for Life”



NAW2023 daily theme

National Apprenticeship Week is LIVE!
Monday

The first day of National Apprenticeship Week is an opportunity for businesses, schools, and Training Providers to start sharing their involvement across social media platforms.

For example, EMA Training will share an overview of the National Apprenticeship Week themes and what content our audience can expect from us during the week.

NAW2023 daily theme

Employer Tuesday

Employer Tuesday is an opportunity for businesses to push their agenda regarding apprenticeships. Some businesses might showcase their current vacancies, some businesses will share success stories from apprentices who have worked for them.

Other businesses may collaborate with Apprenticeship Training Providers to create engaging, insightful content.

For example, for National Apprenticeship Week 2022, EMA Training worked with Neil, an Employer from a company called Purpose Media, to film a video. The aim of this video was to support young people in understanding what they can do to better their chances of getting an apprenticeship.

To watch this video, click [HERE](#).

NAW2023 daily theme

Apprentice Wednesday

Apprentice Wednesday is a great chance to showcase some outstanding apprentices!

It can be hard to picture yourself in a situation or environment you've never been in. So, when you see a case study or an interview, it can often help you better picture yourself in the same position.

Like EMA Training, many businesses will be sharing their Apprentices' stories across their social media platforms.

If you would like to read some apprentice case studies, click [HERE](#).

If you would like to watch some apprentice case studies now, click the below headings...

[Digital Marketer Apprentice](#)

[Digital Support Technician](#)

[Content Creator](#)

NAW2023 daily theme

T-Level Thursday

T-Level Thursday is a day dedicated to informing people about T-Levels.

What is a T-Level?

A T-Level is a new qualification option for students following secondary school.

Similar to an apprenticeship, T-Levels combine classroom-based learning with industry placement, allowing students to continue their supported education whilst gaining work experience.

To find out more, make sure to keep an eye out on T-Level Thursday!

NAW2023 daily theme

Celebration Friday

Celebration Friday is a fantastic day for businesses, schools, and apprenticeship Training Providers to celebrate the hard workers in their communities.

On this day, EMA Training will be sharing the stories of some apprentices who have been truly outstanding during their time with EMA.

We're looking forward to showcasing some incredible apprentices and their progression stories!

Many other businesses, schools and Training Providers will be sharing success stories. If you're looking for some inspiration, make sure to keep an eye out on Celebration Friday!

NAW2023 daily theme

Parents and Carers Day

Parents and Carers are a huge part of apprenticeships, as many are involved in their child's educational progression following secondary school.

Alongside many other businesses and Training Providers, EMA Training recognises this and is making efforts to better support Parents and Carers in understanding apprenticeships.

During National Apprenticeship Week, we are looking forward to sharing content we have created with some of our apprentice's parents/carers to advise others in the same position.

In the meantime, we have created a Guide to Apprenticeships specifically for Parents and Carers. To access this, click [HERE](#).

NAW2023 daily theme

Selfie Sunday

Selfie Sunday is a fun way to end a fantastic week!

You will see selfies from all different corporations - all putting their own twist on the day.

Here at EMA Training, we are looking forward to sharing some EMazing snaps with our company mascot AME!

AME is EMA's mascot who travels with the team when they go away...



NAW2023

Apprenticeship resources

The team here at EMA Training want to continuously support you in exploring the apprenticeship industry.

That's why we have put together a separate resource pack to efficiently break down:

What is an apprenticeship?

What are the requirements to become an apprentice?

What are the benefits of becoming an apprentice?

What are the career progression pathways?

And MORE!

To access this pack visit

www.ematraining.co.uk/apprenticeships/naw2023

or scan the QR code below:

