

WorldSkills London 2011

Action Pack for Sponsors



worldskills
London 2011

Showcasing skills
that shape our world



Premier
Sponsors

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ukskills

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About WorldSkills London 2011

For the first time in 20 years the WorldSkills Competition is coming to the UK. Whilst WorldSkills London 2011 will be a great event in itself, we want to use this 'once in a generation' opportunity to help raise the profile of vocational skills across the whole of the UK and deliver a real and lasting skills legacy.

As an official sponsor of WorldSkills London 2011 we invite you to support us in this campaign and maximise the benefits of your sponsorship at the same time. We are committed to ensuring that you get the most out of your involvement by equipping you with all the relevant information and support necessary.

To help achieve this, we have carefully developed this Action Pack for our sponsors. We want you to join us in delivering a programme of events and activities designed to spark the ambitions of people across the UK – opening their minds to the possibilities their futures may hold. This programme of events will culminate in a three-week Have a Go skills festival (19 September – 9 October 2011) and in the WorldSkills London 2011 Competition itself (5–8 October 2011).

The WorldSkills London 2011 Competition will be the world's largest, bringing together young people from across the globe to compete to become the best of the best. Taking place at ExCeL London, the Competition will bring together 1,000 young people from 50 nations to compete in 45 skills areas from seven sectors, ranging from creative arts and fashion to transportation and logistics. At stake: the honour of being the greatest in the world at their chosen skill.

In the run up to the event and during the Competition there will be a wide range of opportunities for sponsors to join in and profile their involvement in WorldSkills London 2011. We hope you will seize this opportunity to help inspire your employees, customers and partners, to raise the profile of your organisation and to improve public perceptions of vocational skills – locally, regionally, nationally and internationally.

This WorldSkills London 2011 Action Pack gives you the guidance, key messages and templates you need to start planning how you can get the most out of your sponsorship. It also provides a guide to the marketing and communications resources (downloadable from our 'resources hub') which have been developed to help sponsors make the most of WorldSkills London 2011.

We look forward to working with you and seeing you at WorldSkills London 2011.

David Cragg
Deputy Chairman, WorldSkills London 2011

'This is our moment to put the skills and talents of young people centre stage.'

Theo Paphitis

Ryman the Stationer

Get the most from your sponsorship and reap the benefits

WorldSkills London 2011 promises to be the UK's biggest international event this side of the Olympics. However, WorldSkills London 2011 is much more than a Competition. Every community and business in the UK thrives on skills, enterprise and inspiration and WorldSkills London 2011's ambition is to inspire more young people – across the UK – to recognise how skills shape our world and to become more enterprising in their careers.

As a sponsor of WorldSkills London 2011 we want you to support us with this ambition at the same time as maximising the benefits you receive from your sponsorship.

In the lead up to the Competition there are all sorts of tangible promotional benefits on offer to those who take part so we urge you to get involved as early as possible.

To help you make the most of your involvement we have put together this Action Pack. As well as branding information and logos, it includes press release and case study templates as well as ideas on key milestones in the lead up to the event which offer promotional opportunities.

We hope that you find this Action Pack useful. Please don't hesitate to get in touch with us if you need further clarification on any of the information which has been included.

To get more background information on WorldSkills London 2011 see the 'fast facts' and FAQ pages on the website: worldskillslondon2011.com/resources



'I am looking forward to welcoming over 50 nations to London next October and showcasing this country's talent on an international stage, and I hope businesses, colleges, schools and individuals can take advantage of the opportunities to get involved.'

John Hayes

Minister of State for Business, Innovation and Skills

Part 1 – Introduction to WorldSkills London 2011

1.1 The Competition

WorldSkills London 2011 takes place from 5–8 October 2011. We expect 150,000 people to visit the Competition (with many more watching from across the world). The event will be huge – covering the whole of ExCeL London (90,000m² of space, the equivalent of ten Wembley Stadium pitches).

We want everyone who visits to:

- Be inspired, by watching 1,000 Competitors from over 50 nations competing in 45 skills areas* over four exciting days of competition.
**For information on the skills covered by WorldSkills London 2011 see www.worldskillslondon2011.com*
- Be amazed, entertained and inspired by watching young people – from 100 International Showcase Colleges chosen from around the UK – delivering innovative skills performance events in and around the Competition.
- Have a Go at dozens of skills – provided by sponsors and partners as they showcase their expertise to an international audience.
- Spend time at the trade, sector and sponsor areas to learn about different skill areas, find out more about some of the UK's key employers and where the jobs of the future will be.
- Talk to the UK's business leaders, employers of apprentices, colleges, companies and education providers to find out, first hand, how to get on in a particular career or skill.

1.2 The WorldSkills London 2011 Have a Go programme of events

To help deliver a longer term skills legacy, WorldSkills London 2011 is working with a network of sponsors, businesses, colleges, training providers and partners to deliver a year-long, UK-wide programme of Have a Go activities, designed to inspire people to see the endless possibilities that skills can bring to their lives and future careers. These activities will culminate in a three-week, UK-wide skills festival (19 September – 9 October 2011).

The WorldSkills London 2011 campaign – comprising the Competition, Have a Go activities, the skills festival and a range of Showcasing opportunities – will provide a powerful demonstration of how skills drive enterprise and business and amaze and inspire thousands of young people by showing them the enormous array of opportunities available.

- To get more background information on WorldSkills London 2011 see the 'fast facts' and FAQ pages on the website: worldskillslondon2011.com/resources

1.3 Partners and sponsors

WorldSkills London 2011 is funded by income from sponsors and from the government whose support will be fundamental to our success. With the help of our sponsors and partners our aim is to deliver a lasting skills legacy across the UK.

As a committed sponsor of WorldSkills London 2011 we want you to gain the most out of your investment and help us to shape this legacy.

1.4 Team UK and the WorldSkills competition

WorldSkills Competitions drive up standards, helping to redefine the meaning of 'world-class skills' while creating future trade, education and enterprise opportunities. Taking part in WorldSkills allows nations to exchange and compare international benchmarks in a wide range of skills – leading to improved standards within industry and education.

WorldSkills London 2011 Ltd is a wholly owned subsidiary of UK Skills, the body which champions high standards of training and development through competitions and awards. UK Skills led the UK bid in 2006 for the right to host the WorldSkills event in London in 2011, and is now preparing the UK team for the Competition.

By the time of the Opening Ceremony of WorldSkills London 2011, each member of Team UK, supported by a dedicated Training Manager, will have completed, on average, 100 days of training and assessment – including performance coaching and tuition from industry experts and, in some cases, competing at international competitions.

UK Skills, the organisation responsible for selecting and managing Squad and Team UK, will announce the members of Team UK (the final 40 selected to compete in WorldSkills London 2011) in June 2011.

- Visit the UK Skills website to find out more about the UK Competitors and to see if anyone from your skill sector is taking part.
- There may be WorldSkills UK Alumni members who represent your industry sector or who live in the region where your organisation is based, who could get involved in your WorldSkills London 2011 activities. See the website www.ukskills.org.uk for more information.



Part 2 – Choose how to get involved

Your sponsorship agreement provides you with all the details on your benefits and rights as a sponsor so remember to refer to this document to check you are making the most of all the possible opportunities associated with your sponsorship.

Along with your specific benefits there are a host of other opportunities for you to maximise the benefits of your sponsorship. Joining up with activities being run by the WorldSkills London 2011 team provides you with a means of ensuring you benefit from the huge range of promotional opportunities on offer. Whether this is by hosting Have a Go taster activities during the skills festival, hosting an event for your customers at the skills conference (running parallel to the Competition), or publishing an interview with one of the WorldSkills UK Alumni from your skill area on your website, there are many opportunities on offer.

2.1 Help deliver Have a Go events and be part of the skills festival

In the coming months, we want to create one million opportunities for people – around the UK – to Have a Go at a new skill to help them get on at work and in their careers. To ensure that happens we will be organising key PR events and engaging with the national media at regular intervals throughout the year – giving you a ‘hook’ to use with your regional, national, international and industry/trade media.

WorldSkills Have a Go events will give people a ‘bite-size’ taster of a new skill, trade or profession helping to ignite their passion to learn, and give them the information they need to get on at work or in their careers.

Your organisation may be a sponsor of a Have a Go activity at the event itself. If so, remember to let as many of your stakeholders as possible know about what you are doing and invite them to come along and support your activity.

Have a Gos will also take place around the UK throughout 2011. These will give you the opportunity to time your events to suit your organisation’s timetable or to fit in with other initiatives, such as VQ Day or Adult Learner’s Week.

You could also time your organisation’s Have a Go events to fit in with the special three-week skills festival (19 September – 9 October 2011), organised to provide an intense burst of activity in the run up to WorldSkills London 2011.

During the skills festival, activities will focus, week by week, on the three WorldSkills London 2011 key themes:

- **Skills are the future** (showing young people that there are alternatives to the academic route)
- **Skills mean business** (emphasising that vocational careers are real and rewarding careers) and
- **Skills ambitions** (highlighting how ambitious, talented young people can get ahead with vocational training).

You can put on as many Have a Go events as you like, linked to WorldSkills London 2011. We can help by providing resources and by helping to publicise your event as follows:

- Visit our resources hub at www.worldskillslondon2011.com/resources
- Tell us what you are doing so we can promote your event on our website (contact press@worldskillslondon2011.com).

To qualify as a Have a Go activity, events should be:

- Provided by partners such as employers, schools, colleges, community groups, associations or other organisations – either singly or in partnership.
- Supported by comprehensive information, advice, guidance and jobs from partners such as City and Guilds, The National Apprenticeship Service and NextStep.

What do you need to do to get started and to promote your events?

- For more information and ideas see the website at: www.worldskillslondon2011.com/haveago Look at the ‘Key Milestones’ pages [16 – 17] for ideas on when to time your event.
- Check out the ‘Toolkit’ section of this guide for ideas and resources to help promote your event and get media coverage.
- Keep the WorldSkills London 2011 press team informed about your plans, so we can help to promote and publicise them on our website. Contact press@worldskillslondon2011.com

2.2 Support our Volunteer Programme

The scale of WorldSkills London 2011 is enormous and, with hundreds of activities taking place in a space the size of ten Wembley football pitches, we need to recruit 2,500 'Crew 2011' volunteers to help make the event a success.

We need people with all levels of experience to volunteer. From greeting competitors on arrival at the airport and escorting special guests around the event to helping to manage the media it will be volunteers who make it happen. Volunteers can expect to benefit by developing skills, making new friends and by playing an important role at the centre of the world's biggest and best skills Competition.

Supporting your staff's volunteering work can have many benefits to both you and your employees. Raising morale, providing a team building activity and developing your employees outside of the workplace are all advantages associated with volunteering.

Crew 2011 volunteers need to be aged 16 by 1 January 2011, located within daily travelling distance of London and willing to work a minimum of five shifts (of no longer than eight hours) in the two week run-up to WorldSkills London 2011 and event itself. All volunteers will need to attend two compulsory half day training sessions: one focusing on the role, to provide an overview of the job to be undertaken, and the other providing venue specific training.

What do you need to do to support the Programme and publicise your involvement?

- See the website for more information on volunteering at: www.worldskillslondon2011.com/volunteer
- Visit our resources hub to access a selection of Crew 2011 promotional posters – featuring our celebrity Ambassadors – to put up around your organisation.
- Are you based in or around London? Why not set a target for staff in your organisation? Let us know what your target is and we will feature your organisation on our website.
- If you have a number of staff taking part as volunteers think about creating a press release for your target media to promote your support. See the Toolkit section for ideas.

2.3 Get the most out of your visit to WorldSkills London 2011

Sponsors and their guests can arrange to visit the WorldSkills London 2011 event and the Opening and Closing Ceremonies. In addition to any specific benefits provided in your sponsorship agreement, the visitor package is open to all our sponsors for each of the four days of competition and the Opening and Closing Ceremonies.

A special VIP visitors programme is also being developed and this will be available to all sponsors. Details of this programme will be announced in Spring 2011.

What do you need to do now?

Sign up for more information on our website to receive information about when bookings and registrations open.





2.4 Take part in skills competitions

Everyone who takes part in competitions, whether at the local, national, or international level, can benefit from them.

At the highest level, WorldSkills Competitions drive up standards, helping to redefine the meaning of 'world class skills' while creating future trade, education and enterprise opportunities. For the UK, taking part in WorldSkills allows the nation to exchange and compare international benchmarks in a wide range of skills – leading to improved standards within industry and education.



For employers, competitions allow organisations to demonstrate their commitment to excellence and skills development and align their brands with the standard of outstanding skills. Competitions test and prove the quality of training programmes; demonstrating an organisation's confidence in the quality of their processes and outputs and generating material for training, assessment and evidence of performance.

Whether hosting, sponsoring or being lucky enough to have a winning Competitor (at a regional, national or international level) getting involved in competitions is a great way to associate your organisation with excellence and success.

Competitions are also hugely beneficial for the young people taking part – boosting their self-esteem and motivation and giving them an opportunity to stretch their skills and show they can work under pressure. They also give Competitors valuable evidence that they can work to the highest standard to help them find that crucial first job or to make a career move.

It is never too late to start taking part in competitions. UK Skills is now running the next round of skills competitions to identify talented competitors for the WorldSkills Competition taking place in 2013 in Leipzig, Germany.

How to find out more:

Visit www.worldskillsuk.org to register for WorldSkills UK Competitions or to see which other industry competitions UK Skills visits to identify potential Competitors.

2.5 Exhibit at WorldSkills London 2011

We expect over 300 exhibitors to take part in the WorldSkills London 2011 Exhibition* which will be, by some considerable margin. The UK's largest ever careers and skills exhibition.

Exhibiting will give you the opportunity to promote your organisation to the estimated 150,000 UK and international visitors to WorldSkills London 2011 and to be associated with some of the most talented young people, trades and professions in the world.

If it is not already in your contract and you are interested in taking space at the event, please contact Prospects Services Ltd, tel: 01823 362800, email: worldskillslondon2011@prospects.co.uk

** WorldSkills London 2011 is a not-for-profit event; all revenue raised through stand sales will be invested in the staging of the overall WorldSkills London 2011 event. Discounts on stand space are available to organisations booking before 1 March 2011.*

2.6 Additional opportunities

The WorldSkills London 2011 fringe business conference and event series will allow you to learn about the latest developments in vocational skills and careers and talk to like-minded businesses, colleges and individuals from the UK and abroad. This will enable you to combine a learning and networking opportunity with a visit to WorldSkills London 2011.

The series will take place inside and outside the event during the four days of the Competition and feature specific sessions on Apprenticeships, business competitiveness and other topics.

A limited number of speaking slots will also be offered to existing sponsors and exhibitors who have already purchased a stand or made a value in kind donation. – For more information on specific sessions and speaking slots register your interest with Prospects on 01823 362800 or worldskillslondon2011@prospects.co.uk



Part 3 – Sponsors’ toolkit

We have designed this toolkit to provide an overview and signposting to useful resources for sponsors to refer to, as and when they need it.

We expect that you will use the toolkit in different ways – as a guidebook or as a quick reference – depending on how much you know about WorldSkills London 2011 and on the level of marketing and communications expertise you have in-house.

If you have any queries or require particular guidance on any of the topics please call the WorldSkills London 2011 press team on 020 7429 2829, or visit the resources site at: www.worldskillslondon2011.com/resources

3.1 Using our branding

In order to help our partners and sponsors use the logo and brand design associated with WorldSkills London 2011, we have developed a range of materials which you can find on the website at www.worldskillslondon2011.com/resources

These resources include user-friendly animated films, showing how to use the WorldSkills London 2011 sponsors and partners logo and how to create a ‘lock-up’ logo incorporating the WorldSkills London 2011 logo with your own.

In addition, you can find two downloadable documents on the brand assets section of the website detailing how to use the WorldSkills London 2011 brand:

- The ‘Logo Application Guidelines’ provide an overview of the WorldSkills London 2011 brand for use by sponsors and partners.
- The ‘Full Visual Identity Guidelines’ provide detailed assistance on using the brand across a wide range of communications materials.

There is a special logo for every tier of sponsorship and partnership which you can apply to your communications. In addition, we have also provided guidance on how to incorporate a quote device (to be used with the main logo) and a ‘lock-up’ logo for use with third party communications.

Examples of the different logos for each sponsor/partner tier, and information on how to use them, are shown in the Guidelines.

The quote device can be used – where appropriate and when space permits – to supplement the basic WorldSkills London 2011 sponsor logo. The Logo Application Guidelines will show you how to construct the quote and apply it to the logo.

“The competition that transformed my life”
Harry Smith



The sponsors and partners lock-up logo is primarily for use on third party communications. This lock-up allows you to show your own logo whilst also demonstrating your involvement with WorldSkills London 2011. The Logo Application Guidelines provide examples of how the lock-up can be applied to a range of third party communications.



The Full Visual Identity Guidelines document explains all elements of the WorldSkills London 2011 visual identity (such as images, the typeface and colour palette, in addition to the logos) and provides advice and illustrations on how to use them to create WorldSkills London 2011’s ‘look and feel’ in a consistent and relevant way.

Your sponsorship agreement provides you with all the details on your benefits and rights of being a sponsor, including how WorldSkills London 2011 will present your logo at the event and, for higher level sponsors, in our marketing materials.

If you have any queries about using the logos or how to incorporate them with your existing brand please contact James Renwick at jrenwick@worldskillslondon2011.com



3.2 Writing about us

We'd like you to get the message out about WorldSkills London 2011, and your involvement in it, to as many people as possible. We just ask that you follow our brand guidelines and use as many of our key messages about WorldSkills London 2011 as possible in any materials you produce.

For any press releases, photocall notices or other promotional activity we ask that you follow our approval process so that we can co-ordinate the campaign and ensure consistency in our messages. To find out more about this process contact Kate Dew at kdew@worldskillslondon2011.com

3.3 Key messages

When writing about WorldSkills London 2011 please use the following key messages to describe the event, what we are trying to achieve and the importance of skills. You can also use the same key messages as 'soundbites' when describing WorldSkills London 2011 in media interviews.

- The WorldSkills London 2011 Competition and wider campaign will amaze and inspire people to gain skills needed in the future.
- WorldSkills London 2011 is the world's largest, international skills competition where young people from across the globe compete to become the best of the best. At stake: the honour of being the greatest in the world at their chosen skill.

- WorldSkills London 2011 will take place from 5–8 October 2011 at ExCeL London. It brings together 1,000 young people from 50 nations to compete in 45 skills areas from seven sectors, ranging from creative arts and fashion to transportation and logistics.
- Skills drive enterprise and business.
- WorldSkills London 2011 will amaze and inspire people to gain the skills needed in the future.
- Skills shape our world and will always be in demand [place this message in context].

For more detailed information on WorldSkills London 2011 see our 'fast facts' and FAQ pages on the website.

3.4 Sponsors' Forums

Between now and WorldSkills London 2011 we will be holding a series of Sponsor Forums. The purpose of these Forums is to keep sponsors up-to-date with WorldSkills London 2011 activity and on issues related to the event. Further details on the Sponsor Forums will be sent to you in due course by the sponsorship team.

3.5 Public relations – top tips

We have put together the following tips for organisations who may not have a PR resource but who would like to join in our campaign and promote their involvement in WorldSkills London 2011. Sending out information to your target media, whether local, trade or industry specific, national or international is a great way to let people know about your involvement with WorldSkills London 2011 and associated activities.

We realise that this guide cannot be a one size fits all document and so for some of our sponsors, particularly those with PR teams, the following information may not be relevant.

Organising events based around Key Milestones in the lead up to WorldSkills London 2011 is a great way to approach your PR and marketing activity, (page 17 has more information on key dates which may be useful). Your event might be a Have a Go activity or something more general to showcase how skills shape our world.

- If you are hosting an event, there are usually three stages when you can consider promoting your event in your trade and local media: letting people know your event is happening and encouraging them to attend; inviting the media to your event; and telling people how the day went. The most common ways of contacting the media are press releases and photocall notices.
- The first thing to ask yourself before approaching the media is ‘what is the story and why is it interesting’? News stories are usually something that people need or want to know about; something that interests a lot of people, or something that’s important or quirky and unusual. As you start to think about the story imagine the journalist asking you ‘so what?’ If you can’t make the story engaging and likely to capture the journalist’s imagination it is unlikely that you will be successful in ‘pitching’ your idea.
- Before making your approach, make sure that you have all the back-up information you are likely to need for your story – this may include facts and figures or interesting case studies you can use to illustrate the story. (For more on case studies see page 23.)

- Assuming you have everything you need to talk about your story, you will need to consider what type of media is most appropriate for your story and make sure you time your media activity to avoid any clashes with other WorldSkills London 2011 activity in your region (check the website for a checklist of planned activities or contact the press team on 020 7429 2829, email: press@worldskillslondon2011.com)
- You can start to research your media contacts before you write your press release or photocall notice (as a start see <http://news.bbc.co.uk/local> for information on your local news media). Call your local newspaper and ask for the news editor (you will find their details in the newspaper or online). They will tell you who the best person is for you to speak to – perhaps a reporter who writes the ‘what’s on’ section in your paper or a general reporter who covers your local area. Do the same with local radio and TV and build up a list of the best contacts. You can also follow the same process with any trade publications that you know of for your industry sector. When you call find out when journalists’ deadlines are and how far in advance they need information. It is a good idea to put this information into a table so you can keep track of who you need to contact and when.
- For radio it is crucial that you provide interesting, clearly spoken representatives and case studies, to ensure a flowing and enjoyable feature. It is also worth bearing in mind that radio is much more issues-led, so if you can centre your approach on a question (e.g. ‘What are the blockages stopping employers taking on and developing young talent?’) you are much more likely to attract a journalist’s attention.
- Spokespeople and case studies are equally important to TV and radio. Ideally you would have both a representative from your organisation and an Apprentice or learner. You should make sure that they are both comfortable about being interviewed, they understand what they are likely to be asked about and are able to get your message across. A good technique is to remind them that their role is to relate a story about your company and WorldSkills London 2011 in addition to answering the questions and to provide each of them with three ‘key messages’ you want them to get across. (See page x for sample key messages about WorldSkills London 2011 that you might want to include or adapt.) If your spokesperson is someone who hasn’t had any previous experience of media interviews, you could have a practice run through with them to check they are comfortable and that they are getting your key messages across.

- Make sure you are familiar with your local newspapers, and the types of story they cover. Template press releases* are available in this toolkit.
* Before key dates we will make template press releases available to sponsors.
Check the Key Milestones chart on page 17 and look out on the website at www.worldskillslondon2011.com/latest-news for information on upcoming templates or email the press team to request copies of all future templates at: press@worldskillslondon2011.com
 - Once you have sent your press release, it is always worth following up with a phone call to the journalist to check they've received it and to gauge their interest and help them arrange any photos or quotes, if required.
 - There are also other ways to contact the media that you may not have considered. One way is to write a letter to the editor of a local newspaper, for publication on the letters pages. When drafting these, consider the most appropriate person it should come from, try to keep it concise and make sure the key points are right at the start – if they need to cut text they will do it from the bottom. Another alternative could be a photocall – if you have an idea which has something visually appealing about it. Examples are available in this toolkit. (For your photocall you will need to make sure you have permissions from any young people involved.)
 - Don't forget your own website and the WorldSkills London 2011 site. By providing the right weblinks in your news story you can help to increase traffic to both sites, maximising publicity for your organisation. We have created a special section on our website for sponsors to upload news items. Send us your stories at press@worldskillslondon2011.com including the words 'sponsor news' in the header.
 - Many newspapers now have significant websites and are interested in material that can drive traffic to their website. If you have any good quality video material that enhances your media story mention it in your press release. Newspapers often like to include video footage to increase traffic to their websites.
- WorldSkills London 2011 has a press office team who are involved in promoting the Competition to the media nationally and internationally. If you think your story might have national media appeal please contact the press team to discuss the best way to sell in your story (tel: 020 7429 2829, email: press@worldskillslondon2011.com)



3.6 Key milestones

One of the best ways of ensuring media interest in your activity is by using established calendar dates alongside relevant news stories. The WorldSkills London 2011 press team will be using some of these 'milestones or hooks' for organising national activities – and by asking sponsors and partners to consider using the same milestones for their regional and trade media stories, we aim to get maximum media exposure.

Examples of news events which can be linked to WorldSkills London 2011 activity include VQ Day held on 23 June and Adult Learners' Week, which takes place in May. 'Piggybacking' on some of the Team UK announcements offers other opportunities for sponsors and partners to promote their involvement.

Journalists are often interested in skills and business stories that coincide with the release of key research or Government reports – when their audience will have these topics uppermost in their minds. So, if your story isn't date sensitive it could be worth waiting for the right moment to pitch it to the media.

Some key milestones may be related to skills development and the workforce, but others may be more general dates which can be used to highlight the need for particular skills or, more generally, how skills shape our world. Some examples are listed in the chart to the right.



Key milestones

Date	Event	Ideas	Template release
February	National launch of WorldSkills London 2011 – Have a Go (28 February)	Use the national target to launch your own organisation wide target and publicise any upcoming Have a Go activities.	Yes - see press release 3 on page 21. Please observe the embargo!
March	National Science & Engineering Week (11–20 March)	Consider using this week to provide some Have a Go activities with a science/engineering theme; to highlight successful current/former employees;	
April	Competition Preparation Week Government announcements – Apprenticeships	Chief Experts from around the world will be visiting London to help plan WorldSkills London 2011. We will be using this event to develop international media stories. Government proposals to improve Apprenticeships due to be announced by end of April. Statutory national standards for Apprenticeships due to be introduced.	Contact the press team for more information on the visiting experts.
May	Learning at Work Day (19 May) and Adult Learners' Week	Another opportunity to organise a co-branded Have a Go event in your workplace.	
June	Team UK announcement Volunteers Week Vocational Qualifications Day (23 June) Possible Government announcement	Contact us to find out if there is a team member in your region or industry sector (and Alumni members from previous teams). Timing a WorldSkills London 2011 event to coincide with the announcement will create a news hook for your event – you can strengthen your story by using a case study on the team member. You could use this as a hook to announce your volunteers taking part in the WorldSkills London Volunteer Programme. You could co-brand some Have a Go events for Vocational Qualifications Day, or use the event to place some media stories about your employees' successes. New strategies for growth of key economic sectors due to be published (by July 2011).	Contact the press team in May to find out when the Team announcement will take place.
August	Exam/test results	Consider creating some media stories about FE/HE choices. You could highlight how FE can be the best choice for talented young people by providing case studies of those who have achieved success in your business.	
19 September – 9 October	WorldSkills London 2011 Have a Go skills festival	There are separate themes for the three weeks (see page 8). Templates for each theme will be available in early September.	Templates available in early September*
October	WorldSkills London 2011 Competition 5–8 October	If any of your employees are competing or taking part make sure your target media list has the story.	

** Before key dates we will make template press releases available to sponsors and partners. Look out on the website for information on upcoming templates or email the press team to request copies of all future templates at: press@worldskillslondon2011.com*

3.7 Inviting the media to events

You will probably want to invite your local and trade media to come along to your WorldSkills London 2011 event to take photographs and interview staff and Apprentices taking part. To do that, send an invitation note to the journalist, plus the photodesk if appropriate, and follow it up with a call to see if they can attend. To help you when inviting local and trade media, we have produced an example invitation email that you can use for reference (see page 22).

If media cannot attend your event, don't be disheartened as they may still cover it so it is still important that you send them a post-event press release.

3.8 Tips on press releases

There is no hard and fast rule for producing the perfect press release, however brevity is key. Your aim is to demonstrate that you have an interesting story, the journalist can then contact you if further detail is required.

Journalists may receive hundreds of press releases everyday, so it's important to make your heading and first paragraph eye-catching and punchy – this can make all the difference between acceptance and rejection of a story. To do this, try to include the answers to the five Ws (who, what, where, when and why) within your first paragraph, whilst keeping it short and concise.

See the template and example press releases within this toolkit to help you put your own media materials together.

Journalists generally prefer to be emailed releases with the copy of the press release pasted into the body of the email. Put the headline in the 'subject' box so the journalist can immediately see what the story is.

3.9 Template releases

Here you will find a number of template press releases as useful examples for your media relations activity throughout the year. You can use these in their entirety or just take the section that fits in with your own media plans.

Before key dates we will make additional press releases available to sponsors and partners. See the Key Milestone chart and look out on the website for information on upcoming templates, or email the press team to request copies of all template releases at press@worldskillslondon2011.com

Template 3.9.1 provides basic text and a general framework for all types of press releases featuring WorldSkills London 2011.



3.9.1 Template press release 1: general template

Press release: [insert date here]

[Insert headline - bold]

First paragraph – choose the most interesting and newsworthy aspect of your story.

Second paragraph – develop your story and fill in any of the missing ‘five ws’ – What, Where, Why, When and Who. (Make sure you give the key facts about your work with WorldSkills London 2011 here.)

Additional paragraphs – add further context and the final points on the story.

(To describe WorldSkills London 2011 or WorldSkills London 2011 - Have a Go activities please use the approved text provided in the box below.)

Quote(s) – attribute the quote(s) using them to summarise the story.

If you would like to issue a press release about WorldSkills London 2011, or include a WorldSkills London 2011 quote in your release, please contact Kate Dew or Valerie McBurney on 020 7429 2829, email: kdew@worldskillslondon2011.com or vmcburney@worldskillslondon2011.com

Approved text

WorldSkills London 2011 – the world’s largest, international skills Competition – takes place from 5–8 October 2011 at ExCeL London.

The Competition brings together young people from across the globe to compete to become the best of the best. At stake: the honour of being the greatest in the world at their chosen skill.

The Competition will feature 1,000 young people from 50 nations competing in 45 skills areas from seven sectors, ranging from creative arts and fashion to transportation and logistics.

A complementary programme of WorldSkills Have a Go activities will take place across the UK to amaze and inspire people by showcasing skills that shape our world. The activities will culminate in a three-week, UK-wide, skills festival from 19 September–9 October 2011.

Press contact:

Please call [contact number] and ask for [contact name].

[If there is a photo or interview opportunity add details. If photos or video footage are available, or will be later, mention it here.]

3.9.2 Template Notes to editors

This is an example of ‘Notes to editors’ that could go at the end of each of your press releases – they usually contain standard facts and figures that may help the journalist with the story they are writing, based on your press release, but are too detailed to be included in the general text. (You should also include information about your organisation.)

1. WorldSkills London 2011

WorldSkills London 2011 is the world’s largest, international skills Competition where young people from across the globe compete to become the best of the best. Around 150,000 people are expected to attend the event, which takes place on 5–8 October 2011 at ExCeL London. [Omit this paragraph if used in the release.]

WorldSkills London 2011 will see 1,000 young people from 50 countries compete for gold, silver and bronze medals (and medallions of excellence) in 45 skills categories across seven sectors: Creative arts and fashion; Construction and building technology; Information and Communications technology; Manufacturing (and engineering) technology; Social and personal services and Transportation and logistics.

Visitors to the event will discover how skills shape our world, get the chance to Have a Go at a wide range of skills activities, and have an opportunity to talk to a range of experts about future career options and opportunities. To find out more, visit: www.worldskillslondon2011.com

2. WorldSkills London 2011 sponsors

WorldSkills London 2011 is jointly funded by the Government and industry. Sponsors include City & Guilds, Honda, and Learndirect. Each skill competition will be supported by a presenting sponsor, as well as a host of official suppliers who will provide world-class machinery, equipment, supplies, and technical support to facilitate the competition. [Adapt this paragraph to include details of your organisation’s sponsorship or support for WorldSkills London 2011.]

3.9.3 Template press release 2: Sponsorship announcement

This template provides an example of an actual press release. You may want to use this as a model to help in writing your own sponsorship announcement.

Press release: 11 December 2010

Honda (UK) announces sponsorship of WorldSkills London 2011

Honda (UK) is today reinforcing its commitment to developing the workforce of the future with the announcement of its sponsorship of WorldSkills London 2011 – the largest international skills Competition in the world.

As part of Honda's Gold-level sponsorship, it will also be providing cars and equipment to be utilised for the three WorldSkills automotive competitions: Autobody Repair, Automobile Technology and Car Painting.

WorldSkills is a unique global competition where young people from across the world compete to become the best of the best. 1,000 Competitors from over 50 nations will compete in 45 skills, ranging from automotive engineering and landscape gardening to plumbing and web design, at ExCeL London from 5th-8th October 2011.

Competitors vie for the chance to win gold, silver or bronze medals, while medallions for excellence are also awarded to Competitors who achieve the international standard.

Honda (UK)'s involvement is part of its commitment to developing skills in young people and its unique philosophy which encourages the pursuit of excellence. No better does this commitment come to life than at the Honda Institute – a UK-based state-of-the-art Centre of Learning for the Honda retail network, delivering 25,000 days of training per annum, with around 100 graduate apprentices each year.

Honda (UK) has supported UK Skills and WorldSkills since 2004 and assisted in the bid to host the 2011 Competition in London. Involvement in WorldSkills is part of the company's wider education strategy which aims to give back to its communities, inspire and encourage the pursuit of dreams, and bring the education and business communities closer together.

Neil Fletcher, Head of European Training and Honda Institute comments: "At Honda, we are committed to attracting new talent and developing people to be the best that they can be. High quality, relevant vocational qualifications play a large part in this. Our support of WorldSkills London 2011 allows us to demonstrate our commitment to excellence. Similar to the Olympics, WorldSkills is a global competition and the UK is privileged to host this event a year ahead of the Olympics in 2012."

Honda (UK) Press Enquiries: Joshua Van Raalte or Maddy Phelps, Brazil, 020 7785 7383
joshua@agencybrazil.com, maddy@agencybrazil.com

Notes to editors

About WorldSkills London 2011 – WorldSkills London 2011 is the world's largest, international skills Competition where young people from across the globe compete to become the best of the best. Around 150,000 people are expected to attend the event, which takes place on 5–8 October 2011 at ExCeL London. For more information see: www.worldskillslondon2011.com

WorldSkills London 2011 will see 1,000 young people from 50 countries compete for gold, silver and bronze medals (and medallions of excellence) in 45 skills categories across seven sectors: Creative arts and fashion; Construction and building technology; Information and Communications technology; Manufacturing (and engineering) technology; Social and personal services; Transportation and logistics.

Visitors to the event will discover how skills shape our world, get the chance to Have a Go at a wide range of skills activities, and have an opportunity to talk to a range of experts about future career options and opportunities. To find out more, visit: www.worldskillslondon2011.com

3.9.4 Template press release 3: Have a Go target (embargoed until 28 February 2011)

Press release: [insert date here]

[name of organisation] joins WorldSkills London 2011 to create one million opportunities for people to Have a Go at a new skill

[Organisation name] is joining forces with WorldSkills London 2011 to create one million opportunities for young people to Have a Go at a new skill – to open their minds to the huge range of possibilities their futures may hold.

[Tailor the story as appropriate e.g. supply more information on: what the organisation is doing; why it's important for the skill sector or region; why your company thinks it's important to get involved.]

WorldSkills London 2011 – the world's largest, international skills Competition – will showcase how skills shape our world. The Competition brings together young people from across the globe to compete to become the best of the best. At stake: the honour of being the greatest in the world at their chosen skill.

Every community and business in the UK thrives on skills, enterprise and inspiration and WorldSkills London 2011 – which takes place from 5–8 October 2011 at ExCeL London – aims to be the catalyst that sparks the ambitions not just of Competitors but of people across the UK.

To help make that happen, a programme of WorldSkills London 2011 Have a Go activities will be taking place across the UK from now until the Competition with the goal of getting one million people to try out a new skill and explore how skills shape our world. WorldSkills London 2011 Have a Go, will culminate in a three-week, UK-wide skills festival from 19 September – 9 October 2011.

The WorldSkills London 2011 Competition will bring together 1,000 young people from 50 nations to compete in 45 skills areas from seven sectors, ranging from creative arts and fashion to transportation and logistics.

Quote from organisation

Quote from Have a Go participant

Quote from WorldSkills London 2011

Press contact

Please call xxx and ask for xxx. Out of hours media requests can be directed to xxx.

[If there is a photo or interview opportunity add details. If photos or video footage are available, or will be later, mention it here.]

[Insert Notes to editors]





3.9.5 Template media invitation: Have a Go activity

[Email your invitation – addressing the journalist personally, e.g. Dear X – I’d like to invite you to:]

Join [celebrity name or other VIPs] at the Have a Go – skills taster event at [Insert location]

Media are invited to attend the Have a Go skills ‘taster’ event at [Insert Location]. The event is part of the WorldSkills London 2011 campaign, which aims to give people a ‘bite-size’ taster of a new skill, trade or profession to help ignite their passion to learn, and give them the information they need to get on at work or in their careers.

[Details of what your event will involve and what your celebrity (if relevant) will be doing]

Event details:

Date: [Insert date]

Time: [Insert start and finish times]

Address: [Insert full address]

Media opportunities:

[Insert details of people the media can photograph and/or interview at your event]

For more information, to confirm attendance or arrange interviews please contact:
[Contact details]

Notes to editors:

[Insert Notes to editors]

3.10 Case studies

Case studies are a great way to bring a story to life and showcase your organisation's products and/or services. They make a story appeal to a journalist and, in turn, to the reader as well as adding credibility. If your case study is built around a product or service it is important to ensure that you include all the key facts and selling points. Think about what makes the products or services interesting or relevant to your particular story or announcement. The example project case study on page 24 demonstrates how one organisation highlighted their products to showcase their involvement with WorldSkills London 2011.

It may be best to tailor the case study depending on where you send it. For example, if you are sending your case study as a press release to your trade press it may be worth including additional information about the products featured. However, when sending the case study to local or regional press it is usually more relevant to send a shorter, more general version of the story.

If your case study is based around a person, it is best if you interview the individual to get all the necessary facts and information about them. With interviews, remember to send any quotes to the person concerned to check they are happy with the information and that all of the details are correct. You may then wish to draft a short version that you can send to journalists if requested.

Always check what the people featured in your case study are prepared to do. They may be happy for you to write up their story and send it to the journalist, but they may not be happy to speak to the media directly. The journalist may want to talk to the person in your case study directly to flesh out their story, so check they would be happy to do this before sending out their contact details.

If you have pictures to accompany your case study, let the journalist know as this always adds to the story. As with other spokespeople, if those featured in your case study are going to speak directly to a journalist, it is a good idea to brief them first. Write down three key messages you want them to convey during their interview with the journalist. After the interview, call the person concerned to thank them, check it went well, and call the journalist to check they have got all the information they need.

It may be possible for you to use a WorldSkills Alumni member based in your region or from your industry sector as a case study or to provide support for a product or service related case study. To explore this, contact the WorldSkills London 2011 press team with details of your story and your requests to use an Alumni member.



3.10.1 Sample case study

The following case study demonstrates how a sponsor can showcase their products by highlighting their involvement with WorldSkills.

The world's best young beauty therapists will test their skills using leading edge equipment supplied by Carlton Professional, when they compete at WorldSkills London 2011 – the world's largest, international skills competition.

Electric couches, electrotherapy equipment, facial steamers and pedicure stools are all part of the high quality package for use by up to 50 therapists from across the globe. These select individuals are taking part in the Beauty Therapy competitions at the four day skills event at ExCeL London from 5 – 8 October 2011.

WorldSkills London 2011 gives young people from around the world the opportunity to compete to become the best of the best. At stake: the honour of being the greatest in the world at their chosen skill. The Competition brings together 1,000 young people from 50 nations to compete in 45 skills areas from seven sectors, ranging from creative arts and fashion to transportation and logistics.

As official supplier to the Beauty Therapy sector, Carlton Professional is set to play a key role in the Competition. Watched by an anticipated 150,000 visitors, up to 50 highly skilled 18-22 year olds will compete to win Gold, Silver and Bronze medals and Medallions of Excellence, judged by international experts.



'The great thing about Carlton Professional sponsoring the Competition is that the majority of Competitors will be familiar with the equipment. Having used it at college and as part of their training they can be assured that it is of high quality,' says Sue Simpson, UK Training Manager for Beauty Therapy. 'Carlton Professional are big supporters of both UK Skills and WorldSkills and the competition is much richer for it.'

The Carlton Group, a UK based manufacturer, will be supporting the Beauty Therapy competition by supplying 24 couches, trolleys, lamps and stools from their quality Carlton Professional range, as well as electro-therapy machines for the finalists to use during the competition.

Leaders in the manufacture and supply of equipment, The Carlton Group support colleges with HABIA accredited CPD training at their dedicated training facility. The Carlton Professional range of couches, electrotherapy equipment and accessories is renowned for offering quality, value for money and durability for salons, colleges and spas.



Angela Barbagelata-Fabes, Chairman of The Carlton Group, commented "We are delighted to be sponsoring WorldSkills London 2011. Events like these promote the capabilities of talented young people and offer them the opportunity to benefit from the latest technologies. As a company with a worldwide focus, WorldSkills London 2011 provides us with a way of showcasing our products to an international audience and gives us the opportunity to be associated with an event which is synonymous with excellence."

For further information about Carlton Professional call The Carlton Group on 01903 761 100 or visit www.thecarltongroup.co.uk

3.11 Photocalls

If you are holding an event or arranging an activity that you think is visually interesting and may generate interest from the local media you could consider issuing a photocall notice to local newspapers.

Photography space is at a premium in papers, so think carefully about when it is worthwhile issuing a photocall notice and what it is about your event that will generate interest from the picture desk. Papers respond well to famous faces (national celebrities and local personalities), young people, local landmarks and quirky or unusual compositions.

The photocall notice will provide the picture desk with the necessary information about the event: who will be there, what times people will be available for photography, and a brief overview of the story.

Usually a photocall notice works in parallel with a press release – with the release going to the newsdesk and the photocall notice going to the picture desk. You should let the newsdesk or the journalist know that there are picture opportunities for the story.

It is worth following up with the picture desk to see if the opportunity is of interest and whether they will be sending a photographer. This will also help with your planning for the event on the day.

Timing can be very important when inviting a press photographer to attend or when organising a photocall. Most local newspaper photographers will only work during evenings around once or twice a week. Taking pictures outside after daylight is also technically difficult.

If your local newspaper is published daily and you are organising a photocall make it before 11am to give the newspaper enough time to include the photo in that day's edition or the next.

3.11.1 Taking your own photographs for use in the media

If you are taking your own photographs the best images depict some form of action so try to capture people doing something; for example, young people or the public taking part in Have a Go activities. The media do not like pictures of big groups. They want their audience to see everyone in the image clearly, so pictures featuring more than five people will stand less of a chance of being published than a smaller group shot.

If you are taking pictures yourself, zoom in as much as you can on the subject matter and have as little background as possible.

Photos should be accompanied by captions giving the names of everyone in the picture and the purpose of the event, or they might be rejected.

For newspapers and magazines, photos need to be at least 1800 x 1200 pixels, however 2400 x 1600 pixels is preferred. You will need to use at least a three megapixel camera. Images for websites may not need to be as high definition. Save your pictures as jpeg (filename.jpg) or tif files (filename.tif). These are the two main types of images used by newspapers and magazines.

3.11.2 Legal issues and consent

There is an understandable anxiety surrounding the use of images of children and young people in newspapers. If you are arranging an event, you are responsible for obtaining written consent from the parents or guardians of any young people photographed (either by yourself or the media) who are under the age of 16. This also applies to the filming of children for television.



3.11.3 Sample photocal notice: MP and Alumni member Have a Go

MP and former World Champion in [add skill area] join [company name], to encourage young people to consider exciting career options

Local MP [name] and former WorldSkills UK champion [name] will join [company name] Apprentices and other young people to Have a Go at [describe your activity/give your company name and location]. The activity is part of [company name's] contribution to the WorldSkills London 2011 national campaign, which aims to give people a 'bite-size' taster of a new skill, trade or profession to help ignite their passion to learn, and give them the information they need to get on at work or in their careers.

A [describe what sort of sponsor you are, e.g. Bronze Sponsor or Official Supplier] of WorldSkills London 2011 – the world's largest, international skills competition – which takes place from 5–8 October 2011 at ExCeL London, [company name] is committed to encouraging as many young people as possible to consider the benefits of a career in [your company's specialism].

The following people will be available for interview and photographs:

[Company executive] name and title

MP Name and full title

Alumni member / [name and job title]

Photography opportunities will be available between [times], with interview slots to follow until approximately [time*].

The activity is situated at [give full details and link to map on website]

For further information, or to confirm photography slots or interviews please call [contact name and contact details – including mobile number - of the person organising and attending the photocal].

*See note on timings on page 25.

3.12 Marketing support / resources 'hub'

As well as coordinating PR activity around WorldSkills London 2011, we are creating a range of resources – accessed through our website and the UK Skills website – that can be used by sponsors and other partners involved in WorldSkills London 2011.

We will continue to develop and add new resources up to the Competition in October 2011. These will include:

PR 'collateral' – including images, case studies and FAQs.

Research – there is a range of research that can be used to strengthen stories around WorldSkills London 2011.

Supporter tools – to allow everyone who is involved in WorldSkills London 2011 to check what's going on around the country, we will produce an online calendar, a national map of events, an e-zine and a Twitter feed.

A resources 'hub' – to allow sponsors and partners to access a wide range of branded marketing resources to help in publicising their involvement in WorldSkills London 2011. Here is a selection of the resources currently available:

- Quote 'bank'
- Detailed calendar (December 2010 – October 2011)
- Volunteers poster – featuring Lee McQueen
- Have a Go publicity poster
- Have a Go publicity poster (empty belly version)
- WorldSkills London 2011 web-advert

3.13 Additional resources

Branded cars – we have three WorldSkills London 2011 branded cars, kindly provided by Honda, that are available for use at major events.

Celebrity Ambassadors – we have a growing network of celebrity Ambassadors who have pledged their support to WorldSkills London 2011.

If you are planning a major event to support WorldSkills London 2011 and would like to see if a celebrity Ambassador is available to attend, please contact the WorldSkills London PR team on 020 7429 2869.



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