



SUPPORTING SUSTAINABLE GROWTH
FOR THE UK EVENTS INDUSTRY



Events Apprenticeships



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Mission

To produce an inclusive and accessible apprenticeship scheme framework which meets the needs of the events industry, delivering skilled and confident people with a desire to succeed and contribute.

Approach

- Proposed and being delivered by the BVEP Skills, Talent & Diversity Working Group – being split off into the Events Apprenticeships Advisory Board (EAAB) and individual Trailblazer Groups
- Collaborative and learning from others

Who is involved?

- **Richard Waddington:** Chair - Event Marketing Association (EMA) & EA Lead
- **Caroline Jackson:** BVEP Vice Chair & Executive Committee Member - AEME
- **Priya Narain:** BVEP Vice Chair, Event First Steps
- **Claire Fennelaw:** Executive Director - EVCOM
- **Juliet Price:** Executive Director - beam
- **John McEvoy:** Council Member - PSA
- **Alysha Sargent:** Vice President - NOEA
- **Candice Kass:** ABPCO
- **Lou Kiwanuka:** Chair - ESSA
- **Hayley McPhee-Holden:** Project Manager - AEO
- **Jonathan Foot:** Head of Apprenticeships & Early Careers, Compass Group UK
- **Naomi Hollas:** EA Co-ordinator

4 key areas of operation:

- **Events Apprenticeships Advisory Board & Trailblazer Groups** (CF, HM, JM)
- **Education & Regulation** (CJ, CK)
- **Fundraising & Sponsorship** (RW, LK)
- **Marketing & PR** (JP, AS)

Where are we?

- Current Apprenticeship Scheme established 2017 (England). Event Assistant and other technical apprentices developed with industry and employer representatives. Until Oct 2021 there had been 506 Event Assistant apprentices
- The pandemic hit the events industry hard, including support for apprentices. The position is now a shortage of staff and so greater need for an apprenticeship framework that can be offered throughout the levels and types of the whole event ecosystem
- Seeing this as an opportunity to support the event ecosystem, BVEP Partners voted to save the Event Assistant apprenticeship and work with others on related ones. This included catalyst funding to get the programme up and running
- Building the Events Apprenticeships Advisory Board and Trailblazer Groups from a cross section of the event ecosystem. The apprenticeships need to be 'owned' by 'employers' through Trailblazer Groups
- Establishing the educational structure, regulation and opportunities
- Building promotional presentations and an outreach strategy
- Developing a financially sustainable plan
- So far, engaged with Linda Martin and Graham Knott of the Professional Assessment Ltd (End Point Assessor Organisation); Sally Timmins, Senior Product Manager for the Institute for Apprenticeships and Technical Education (IFATE); Phillipa Nazari, Trailblazer Group Chair for Data Protection and Information Governance; Jonathan Foot, Head of Apprenticeships and Early Careers, Compass Group





The **Business Visits & Events Partnership (BVEP)** is an umbrella organisation representing leading trade and professional organisations, government agencies and other significant influencers in the business visits and events sector in the UK.

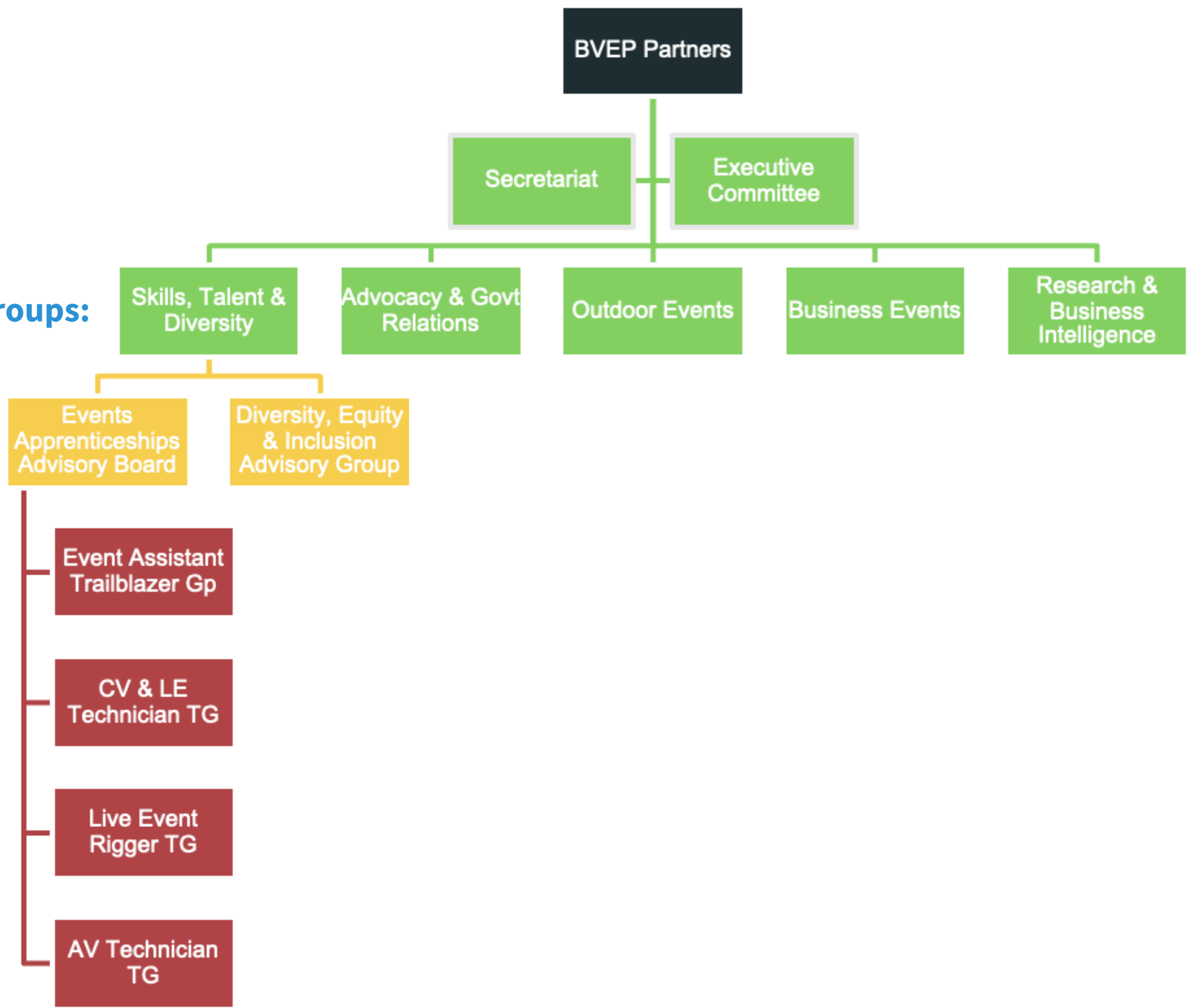
Vision: to support sustainable growth for the United Kingdom's Events Industry.

The Events Industry comprises a number of diverse industry sectors covering, meetings, conferences, exhibitions, trade shows, incentive travel, event hospitality, ceremonies, sporting, cultural and festivals as well as other services provided to travellers and attendees to events.

Mission: to support growth across the entire sector via advocacy, networking, collaboration and a collective voice.



Working Groups:



The **Events Apprenticeships Advisory Board (EAAB)** will have overall responsibility for the development of cross industry apprenticeships

The **Trailblazer Groups** will be pulled together for sector specific development of occupational standards which form a key component of an apprenticeship

The role involves developing a new apprenticeship or revising a current apprenticeship for an occupation

- promote the apprenticeship to potential users
- monitor performance of the apprenticeship
- writing the occupational standard and end-point assessment plan
- collating funding evidence to inform our funding band recommendation

The Trailblazer Groups must be a group of employers recognised by the Institute and reflective of those who employ people in the occupation, including small employers.

Events Apprenticeships Advisory Board & Trailblazer Groups



WISE PRODUCTIONS

TOP BANANA.



aztec

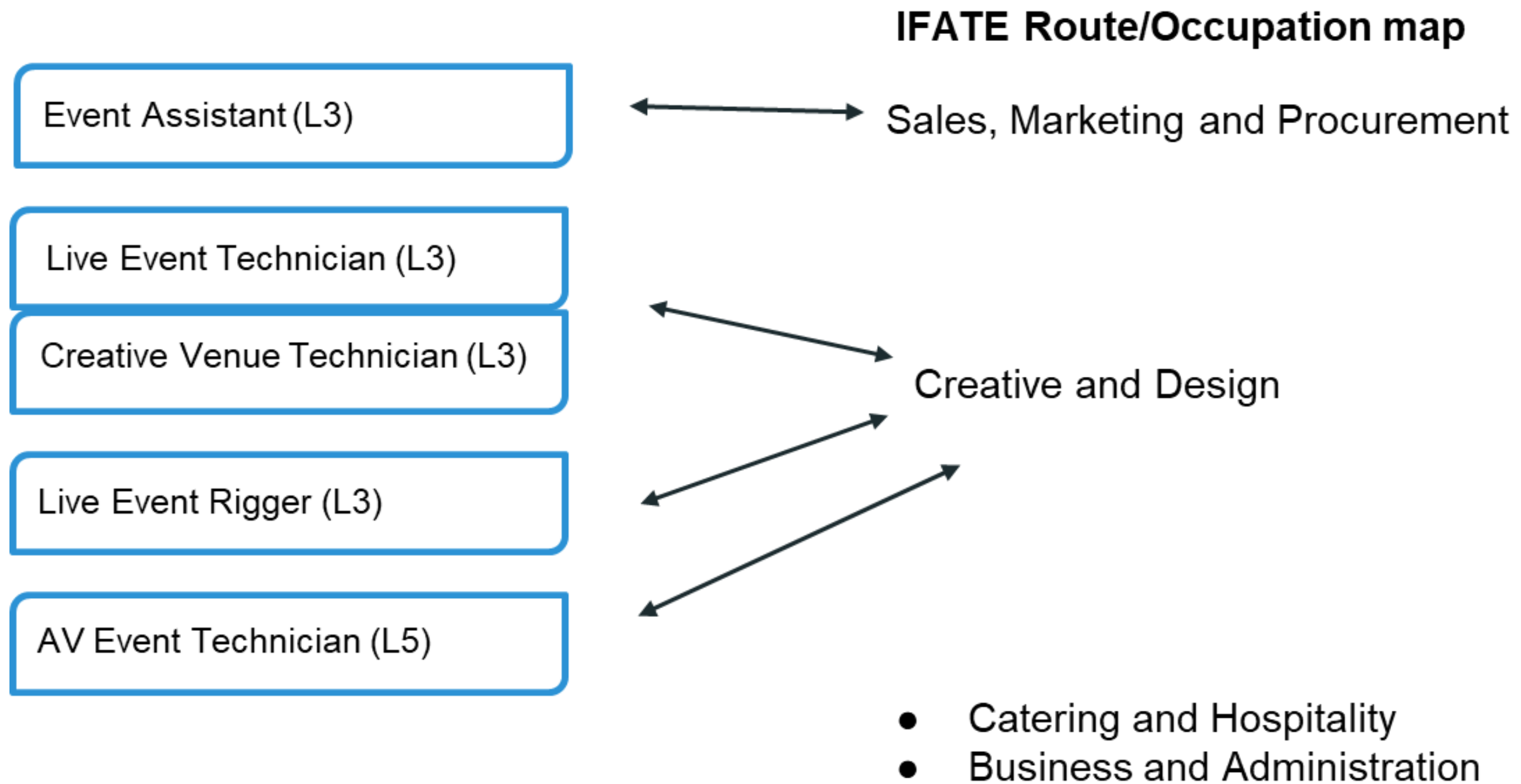


Education & Regulation

- Institute for Apprenticeships & Technical Education (IFATE) is an employer-led body, sponsored by the Department for Education. They “maintain the occupational maps; develop, approve, review and revise apprenticeships and technical qualifications with employers”
- Apprenticeships are based upon Occupational Standards that are created by industry and employers, but also aligned with Standard Occupational Classification codes
- Each apprenticeship is based on these standards and reads like a Job Description, with an occupation summary and stated core duties aligned to specific Knowledge, Skills and Behaviours
- Each apprenticeship/occupation has to be transferable; broad, deep and skilled; have full occupational competence; is recognised and stands alone
- At least 12 months and 20% off-the-job training. The training is mainly provided by an approved training provider who appoints a certified End Point Assessment Organisation, who assesses the apprentice against the approved Assessment Plan



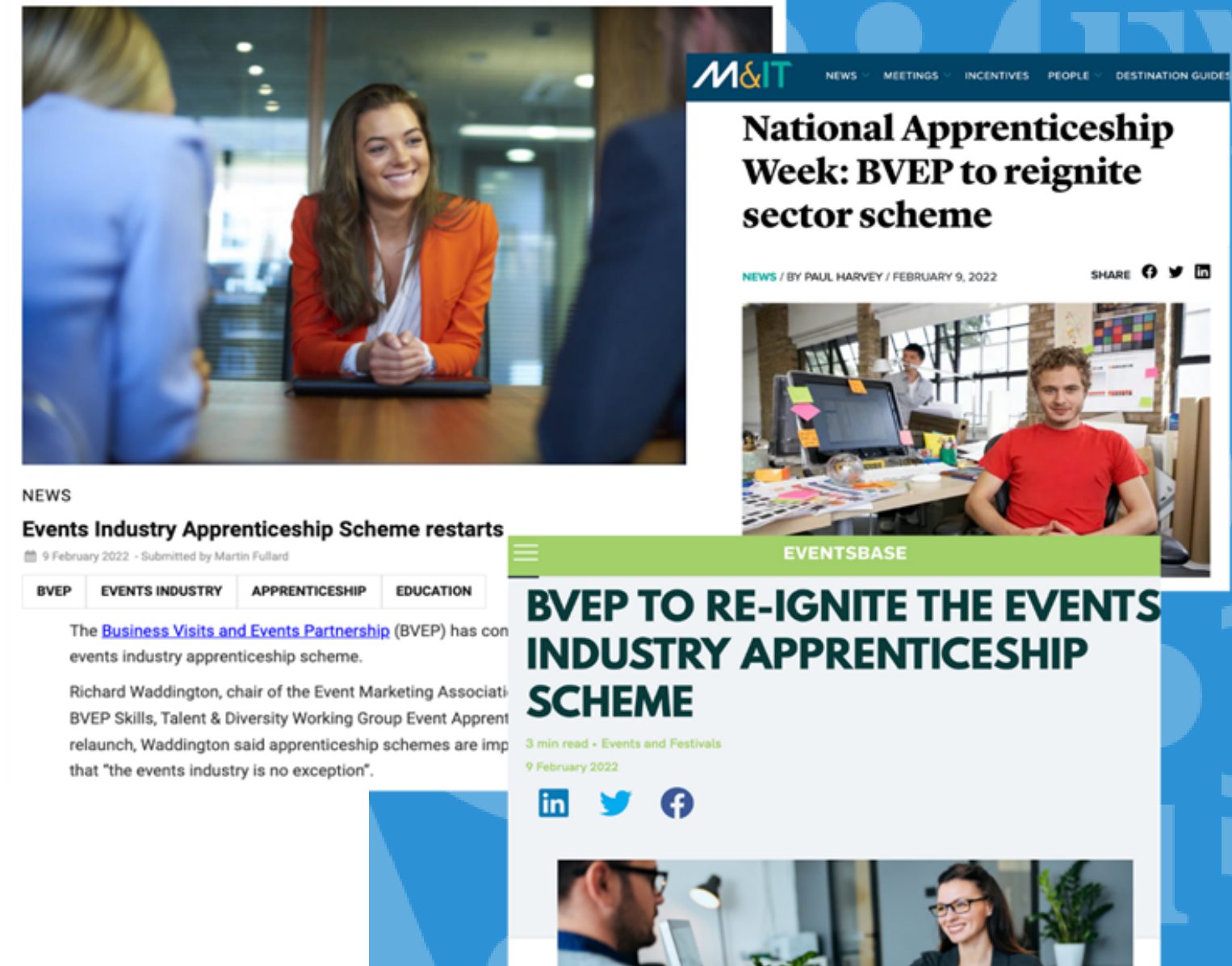
Current Events Apprenticeships Framework



What Events Apprenticeships would you like to see?

Marketing, Message & PR

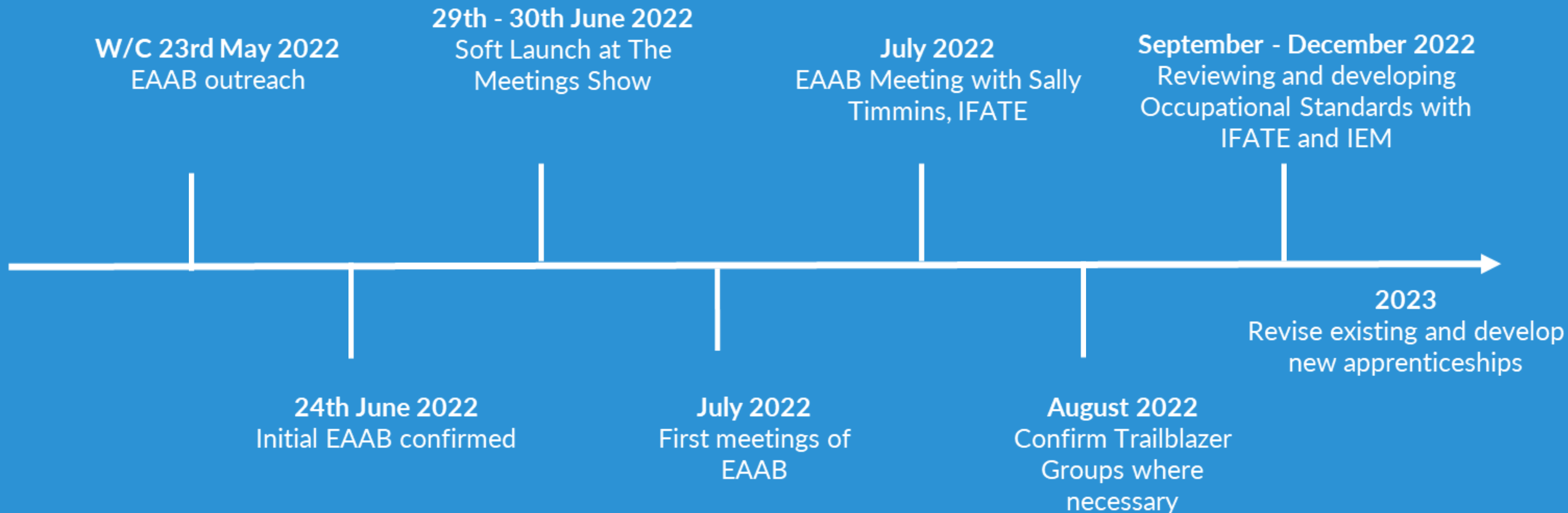
- Building out the key message and accompanying presentations to raise awareness of the programme and keep the conversation going
- Engaging with industry media
- Our first press release was shared with industry media to announce the take over of the apprenticeship programme on February 9th 2022 during National Apprenticeship Week.
 - Featured in Conference News, M&IT, EventBase, Prestige Events Magazine and Event Industry News.





Financial Sustainability

- Whilst the Apprenticeship Levy supports the employment and training of apprentices, it does not cover the cost of creating and running the program. This needs to be funded and owned by the industry.
- Projected running costs; website, manager, marketing, collateral ranges between £55-80k per annum (the more we have the more we can do)
- These funds will be raised through industry contributions and sponsorship



Vision for the future

- **Creation of 3 more event specific apprenticeships within 3 years**
- **5,000 apprentices across event related apprenticeships in 5 years**
- **Self funded scheme with paid management and marketing activities**



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Events
Apprenticeships

Questions?

What can you do to help meet this vision?

Register your interest on <https://www.businessvisitsandeventspartnership.com/diversity-talent/events-apprenticeships>



Events Apprenticeships