



**skills**London  
2010

[skillslondon2010.co.uk](http://skillslondon2010.co.uk)

**The UK's biggest careers event**

**ExCeL London, 7-9 October 2010**

**Bursting with careers**

**From floristry to engineering**

Presented by **London First**

## What is Skills London 2010?

Skills London 2010 is the UK's biggest careers event providing young people, mainly between the ages of 14-19, with information and advice on career and training opportunities. In 2008 over 54,000 visitors attended from London and the Home Counties during the three days and met with nearly 200 exhibitors.

Skills London 2010 places a huge emphasis on interactivity, giving visitors a chance to touch, feel and experience at first hand the diverse range of career and training options available to them.

This event continues our promotion of skills across London leading up to the international WorldSkills event that takes place at ExCeL London in 2011.

Take a look at our website [www.skillslondon2010.co.uk](http://www.skillslondon2010.co.uk) for video of the 2008 event.

*"The event has exceeded our expectations in every way, from the organisation and communication prior to the event, to the actual day itself. The event was very professionally run; the advice given to exhibitors ensured the event engaged brilliantly with its audience of 14 to 19 year olds."*

*Bupa Care Homes*

## Event format

This three day exhibition takes place in a massive 20,000m<sup>2</sup> of space (equivalent to five football pitches) at ExCeL London.

Approximately 200 exhibitors including:

- Business and Public Sector Employers
- Further Education Colleges
- Sector Skills Councils
- Training/Work Based Learning Providers
- Universities and Higher Education Institutions
- Charities and Advice Bodies

Feedback from 2008 exhibitors was overwhelmingly positive with 91% satisfied with the overall event and 86% saying that they would exhibit at a future Skills London event.

*"We met all our objectives thanks to the handy hints from your seminar on 'Exhibiting for Success' and advice from your drop in session. On the day the event was well organised from start to finish"*

*Thames Water*

## The event consists of 8 distinct zones

- Campus
- City
- Creative
- Design, construction, engineering, manufacturing, aerospace and transport
- Enterprise, advice and guidance
- Hospitality, tourism, retail and leisure
- Maritime, green and environmental
- Public sector, charities health and care

*"It was great to see such a large attendance across all 3 days"*  
*Network Rail*

## Who will visit?

In 2008 over 54,000 people visited the event and we expect a comparable number in 2010.

Days one and two are aimed primarily at organised and pre-booked visitors with the majority of visitors attending as part of a school, college or other group. Skills London 2010 will be promoted directly to all 1,500 secondary schools and FE colleges within the catchment area.

- 89% of teachers and group leaders to the 2008 event were satisfied with impact that the event made on the young people attending.
- 86% were very likely, quite likely or would definitely bring young people to a future event.

Day three is aimed primarily at the general public including parents and carers. In 2008 nearly 14,000 people visited on the Saturday making it a huge success.

**From construction to retail**



## Catchment area

Schools, colleges and other groups will be invited from;

- Greater London – all 33 boroughs and the Home Counties

*“The young people who visited our stand during the Skills London event were enthusiastic and polite and the majority were clear about their futures. The Skills London 2008 event exceeded my expectations.” United House Ltd*

## Visitor promotion and marketing

We have an extensive promotional campaign in place to ensure that we are able to attract 50,000 plus visitors.

Direct mail, email marketing and telephone contact with every school, college and youth group throughout the catchment area.

Our public promotional campaign will include extensive promotion through newspapers and radio, website and email marketing, outdoor advertising, PR and a poster and leaflet campaign.

We also provide financial assistance towards the cost of coach or other travel for groups.

Skills London 2010 is supported and promoted through Local Authorities, Connexions and other relevant organisations.

*“The number of young people, their parents and teachers attending were well beyond our expectations” ConstructionSkills*

## Stand prices

Stand space is priced at £275 + VAT per m<sup>2</sup> and includes:

- Shell scheme stand
- Nameboard on each open side of stand\*
- Stand Carpet\*
- Stand lighting – two spotlights\*
- 30 word profile in the event guide (given free to each visitor)
- Attendance for two people at our ‘Exhibiting for Success’ training day

*\*not applicable to space only stands*

*“Exhibiting at Skills London exceeded our expectations. We would certainly exhibit again.” e-skills UK*




**Boris Johnson**

***“I think Skills London 2008 is a wonderful event and it shows that it is vital to get out there and get the skills you need to get into a job.”***

**From healthcare to creative**





## From music to environment

### 2008 Exhibitor list

- The Academy of Contemporary Music
- Access to Music
- Amersham & Wycombe College
- Arcadia Group
- Astha Global Training Services
- ATG Training
- Attitude Apprenticeships Courses
- Barchester Healthcare
- Barking College
- Barnet College
- Berkshire College of Agriculture
- Bexley College
- BigAmbition - e-skills UK
- Boots
- Bournemouth University
- The British Army
- British Horseracing Authority
- BSix Brooke House Sixth Form College
- BT
- BT Better World Campaign
- Bucks New University
- Bupa Care Homes
- Buro Happold
- Camden Jobtrain Ltd
- Canary Wharf Ltd
- Capel Manor College
- Careers at Sea
- Centre of Excellence for Fitness
- Chartered Institute of Housing
- Choice FM
- City and Islington College
- City of Westminster College
- Cogent Career Pathways
- College of North West London
- CONEL (College of North East London)
- Connexions Direct
- Construction showcase presented by *ConstructionSkills and the National Heritage Training Group*
- Creative Choices
- Crossrail
- Croydon College
- Department for Children, Schools and Families
- The Diploma in Public Services
- Doncaster School and College for the Deaf
- Ealing, Hammersmith & West London College
- Engineering Construction Industry Training Board
- European School of Economics
- Fashion Retail Academy
- FDMX – The Film and Digital Media Exchange
- First
- Greenwich Community College
- Harriet Ellis Recruitment Group
- Harrow College
- Havering College of Further & Higher Education
- Hilton Hotels
- HIT Training Ltd
- HM Revenue & Customs
- Holts Academy of Jewellery
- Hotcourses
- HSBC
- icould
- Institute of the Motor Industry (IMI)
- The Institute of Physics
- JHP Training
- Jobcentre Plus
- Joshua Galvin at Central Training
- JTL
- Junction49
- Kaplan Financial
- Kensington and Chelsea College
- kidsunlimited
- Kingston University London
- LA Fitness
- Laing O'Rourke
- Lambeth College
- Landmark Training
- Lantra
- Lewisham College
- Life Choices
- Lifeskills Solutions Ltd
- The London College of Beauty Therapy
- London 2012 Jobs, Skills, Future
- London Fire Brigade
- London Metropolitan University
- London South Bank University
- London Youth Rowing
- Lovell Partnerships Ltd
- Make Your Mark
- Mercedes-Benz
- Metropolitan Police Service
- Middlesex University
- MidKent College
- More Maths Grads
- Morgan Ashurst
- Morgan Est plc
- Morrison Facilities Services
- MWB Business Exchange
- mychoicelondon.co.uk
- National Audit Office
- The National Skills Academy for Financial Services
- Network Rail
- Newham College of Further Education
- Newtown Group
- The NHS in London
- North West Kent College
- Northbrook College Sussex
- Norwich Union
- NotGoingToUni.co.uk
- The Open University
- People 1st
- Point Blank Music College
- Proskills UK
- Rathbone
- Ravensbourne College of Design and Communication
- Richmond Adult Community College
- The Royal Air Force
- Royal Navy
- Sae Institute & Qantm College
- School of Community and Health Sciences, City University London
- Serco
- Shell Livewire
- Shepherd Engineering Services (SES)
- Silverstream TV
- Skills for Care
- Skills for Health
- Skills for Logistics
- Smaart Publishing
- Society of British Aerospace Companies/ Royal Aeronautical Association
- South Thames College
- Southeastern
- Southern
- SouthernCross Healthcare
- Southgate College
- Springboard
- SR Media
- SummitSkills
- TBG Learning
- Tesco Stores Ltd
- Thames Valley University
- Thames Water
- The Tile Association
- TheSite.org
- Thistle & Guoman Hotels
- Thomas Cook
- Thurrock & Basildon College
- Tower Hamlets College
- Transport for London (TfL)
- Travelodge
- Tube Lines Ltd
- United House Ltd
- University for the Creative Arts
- University of Bedfordshire
- The University of East London – UEL
- The University of Greenwich
- University of Reading
- University of Southampton School of Health Sciences
- University of Westminster Careers and Student Employment (CaSE)
- Veolia Environmental Services
- Vinci Plc
- Voyage
- Waltham Forest College
- West Ham United Community Sports Trust
- Westminster Kingsway College
- WorldSkills Calgary 2009 Squad UK selections
- *Cooking*
- *Floristry*
- *Industrial Electronics*
- *Landscape Gardening*
- *Mechanical Engineering CADD*
- *WorldSkills UK Have a Go*
- *Beauty Therapy*
- *Drive a Racing Car*
- *Fashion Technology*
- *Floristry*
- *Graphic Design*
- *Industrial Electronics*
- *Landscape Gardening*
- *Mechanical Engineering/CADD*
- *Speed Wheel Change*
- The Hospitality Key Fold Challenge
- YMCA Fitness Industry Training and YMCA Training
- YMCA George Williams College
- Young Enterprise London
- Zenos Ltd

### Contact details

For further information about Skills London 2010 and to book stand space please call our sales team on 01278 454545 or email [sales@skillslondon2010.co.uk](mailto:sales@skillslondon2010.co.uk) or visit [www.skillslondon2010.co.uk](http://www.skillslondon2010.co.uk).