

THE SCHOOL & COLLEGE RESOURCE GUIDE

NATIONAL APPRENTICESHIP WEEK 2026

**FREE RESOURCES AND SUPPORT
TO CELEBRATE #NAW2026**

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This guide is designed to provide you with a useful overview of everything you will need to help you celebrate National Apprenticeship Week in your school or college. We hope you find it useful and have a brilliant NAW 2026!

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Follow us on social media and sign up to our newsletter (see page 25) to stay informed and be the first to know about the resource releases mentioned throughout this guide.

INTRODUCTION: #NAW2026

What is National Apprenticeship Week?

National Apprenticeship Week (NAW) is the biggest week in the apprenticeships and skills calendar!

It is an annual, week-long celebration of apprenticeships and everyone involved in promoting awareness of them, including apprentices, employers, schools, training providers and government.

The week brings together the entire apprenticeship community to celebrate the value, benefit and opportunity that apprenticeships bring.

Key facts about the week:

- 2026 will be the 19th National Apprenticeship Week, having originally started in 2007.
- The week runs from Monday 9th – Sunday 15th February 2026.
- It includes thousands of activities and events, both in person and online, across England.
- There will be a huge media presence, with interviews and news articles throughout the week.
- Each year, the week has a theme. The 2026 theme is Skills for Life.
- The Department for Education has released a series of toolkits:
 - Employer & stakeholders toolkit
 - Schools, colleges & training providers toolkit
 - Apprentices, learners & parents toolkit
 - T Levels Thursday toolkit

NATIONAL APPRENTICESHIP WEEK 2026 9-15 February

Why should schools and colleges get involved?

Schools and colleges play a key role in ensuring that students, their families and teachers are informed about apprenticeships (and other post-16 and post-18 options).

The week provides a central focus and opportunity to position apprenticeships as a positive and exciting option, showcasing the wide range of employers, apprentices and their success stories.

Download the toolkits:

All toolkits can be downloaded here:
naw.appawards.co.uk



GETTING STARTED

It's a big week, and there will be a lot happening. Use these simple resources as a way to familiarise yourself with what's available and how the week works.

amazingapprenticeships.com/naw



NAW EXPLAINER FILM (4 MINUTES)

This useful film provides an overview of the week and the free resources available for you to use, all in just 4 minutes!

amazingapprenticeships.com/resource/naw-4-minute-explainer-film



PLANNING WEBINAR (45 MINUTES)

Catch up on the June planning webinar where we explain how the week works, walk you through the resources available and answer any questions that you have, and register for the November webinar.

amazingapprenticeships.com/workshops-webinars



PLANNING FOR NAW 2026

This one-page guide provides you with a useful list of what you can do now and over the next few months to get ready to celebrate National Apprenticeship Week in your school or college. Download the guide from:

amazingapprenticeships.com/resources/planning-for-naw-2026



26 WAYS TO CELEBRATE THE WEEK

We have put together a useful document detailing 26 different activity ideas to inspire you to celebrate National Apprenticeship Week 2026 in your school or college. Download the guide from:

amazingapprenticeships.com/resources/26-ways-to-celebrate-naw2026-schools-colleges

OFFICIALLY AMAZING

Explore Officially Amazing for inspiration and ideas, and send us your examples to inspire others.

amazingapprenticeships.com/officially-amazing

This exciting, brand-new platform celebrates schools and colleges across England who are going above and beyond in careers education. The platform showcases real stories from schools and colleges leading the way in promoting apprenticeships, technical education and empowering students to explore all career pathways.

Use the filters to refine the case studies by area, audience, topic/product, activity (e.g. National Apprenticeship Week!) and also by Gatsby Benchmark.



SHARE YOUR BEST PRACTICE!




We would love for you to join us and become Officially Amazing! Share your own examples by visiting amazingapprenticeships.com/share-your-best-practice



PLAN YOUR WEEK




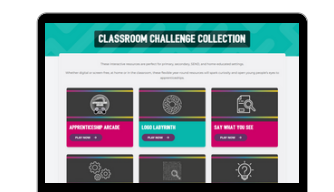
We've taken our most popular resources, and have plotted these into helpful categories for you when planning your week. Whatever you're able to do, we've got resources to help you.

ASSEMBLY IDEAS

ACTIVITY IDEAS	LINKS	PREP. REQUIRED / NOTES	MINUTES
Assembly film Show this animated film answering some of the key questions around apprenticeships (updated in October 2025). The film covers everything from the basics, through to the range of opportunities available, the levels and how to find vacancies.	 amapps.uk/assembly-film	Film includes a voiceover and music, but if audio is not available, it is also subtitled. It is better if you can play it with the sound on though.	5 mins
Assembly speakers We know how valuable external speakers can be to inspire your students. Our guide, 'Sourcing speakers for your students', covers different ideas for sourcing speakers, and makes suggestions for how to prepare speakers and students to ensure maximum impact.	 amazingapprenticeships.com/resources/sourcing-speakers-for-your-students	Sourcing and preparing speakers can require quite a lot of preparation.	Depends on assembly slot and speaker
Assemblies, films and presentations Visit our How We Can Help Schools and Colleges page and explore the Assemblies and Presentations section.	 amazingapprenticeships.com/how-we-can-help-schools-colleges	Films include sound and music. They are also subtitled but are better with sound on if available.	Varied




PLAN YOUR WEEK

FORM / TUTOR TIME

ACTIVITY IDEAS	LINKS	PREP. REQUIRED / NOTES	MINUTES
Apprenticeships quiz Test your students' knowledge of apprenticeships with our fun quiz.		Share the link with students.	10-15 mins
Apprenticeships Arcade Engage students with this suite of online games providing interactive ways to explore and learn about apprenticeships.	 amazingapprenticeships.com/apprenticeship-arcade	Decide if you will run the games as groups or individuals, and which of the games you would like them to play. Share overall link with students or individual game links.	Flexible
Apprentice Films Visit our Apprentice Stories page and share our apprentice films with students or allow them to explore and watch independently.	 amazingapprenticeships.com/apprentice-story-films	Decide which films to show or share the link with students. All films include audio (voice and music) and are also subtitled.	Films are 2 - 5 mins each
Higher & Degree Listing Explore the vacancy listing with your students, display or share the Higher & Degree poster, and use the accompanying teacher resource with six lesson activity ideas.	 amazingapprenticeships.com/higher-degree-listing	Decide which activities to do from the teacher resource or create your own. Share the listing with students online or print it for them.	Flexible
Classroom Challenge Collection These brand-new classroom activities are perfect for primary, secondary, SEND, and home-educated settings. Whether digital or screen-free, at home or in the classroom.	 amazingapprenticeships.com/classroom-challenge-collection	Preparation required will depend on the activity and how you use it, but clear guidance is provided.	Flexible

PLAN YOUR WEEK

LUNCHTIME AND CROSS-SCHOOL/COLLEGE ACTIVITIES

ACTIVITY IDEAS	LINKS	PREP. REQUIRED	MINUTES
Apprenticeship stall Set up a stall in a 'high traffic' area with lots of apprenticeship information. Give students the chance to ask questions and explore resources.	 amapps.uk/resources	Plan which resources to use and print them.	30-60 mins
Lunch and learn Invite past pupils / local employers to run an interactive demonstration each lunchtime, allowing students to find out more about apprenticeships.	 See page 20-21 on Sourcing Speakers.	Inviting speakers, making the arrangements, publicising it to students / inviting them to attend. Managing the set up and evaluation.	30-60 mins
Run a competition Encourage students to get creative by setting a subject level or school/college-wide competition about apprenticeships. Students could design a poster, create a resource about a local business, interview a current apprentice and create a case study - the opportunities are endless. Invite a local employer to judge the competition and give out a prize for the winner!	 You could use the resources on your website, in classrooms and corridors to inspire your students. amapps.uk/resources	Deciding the competition, which students and year groups will enter, and how it will be judged.	Flexible

AN EXAMPLE

STUDENT ACTIVITIES

	FORM TIME	ASSEMBLY	PSHCE LESSON
MONDAY	KS3 - Assembly Film	Year 11 - Assembly Film	Classroom Challenge Collection Arcade games Apprentice ambassador talk with 6th form
TUESDAY	KS3 & year 11 - Classroom Challenge Collection	Year 10 - Assembly Film	
WEDNESDAY	Big Apprenticeships Quiz	6 th form - Assembly Film	
THURSDAY	Explore apprentice films page	6 th form - employer visit	
FRIDAY	Arcade games	6 th form - alumni apprentice visit	
SATURDAY	Share arcade games on google classroom for students to complete over the weekend		
SUNDAY	Subject teachers to set home learning ideas from subject-led resources		

OTHER ACTIVITIES

	LUNCH TIME	STAFF ACTIVITIES	SOCIAL MEDIA
MONDAY	Apprenticeships stall - all week Apprenticeships competition	Show assembly film in briefing	Share Amazing Apprenticeships social posts! Share our Officially Amazing status!
TUESDAY			
WEDNESDAY			
THURSDAY		Share apprentice alumni stories	
FRIDAY			
SATURDAY			
SUNDAY			

PLAN YOUR WEEK

**Print
me!**

STUDENT ACTIVITIES

	FORM TIME	ASSEMBLY	PSHCE LESSON
MONDAY			
TUESDAY			
WEDNESDAY			
THURSDAY			
FRIDAY			
SATURDAY			
SUNDAY			

OTHER ACTIVITIES

	LUNCH TIME	STAFF ACTIVITIES	SOCIAL MEDIA
MONDAY			
TUESDAY			
WEDNESDAY			
THURSDAY			
FRIDAY			
SATURDAY			
SUNDAY			

SUBJECT-LED RESOURCES

A fantastic range of resources are available for teachers to use with students in the classroom. All resources can be downloaded from:

amazingapprenticeships.com/naw

**New resource
for each
subject
launches at the
end of
November!**

22 X SUBJECT ACTIVITIES THEMED ON APPRENTICESHIPS

We have added to our collection of lesson activities designed to inspire students to explore and understand apprenticeships. Each original activity has been updated, plus a new and complementary activity has been created for each subject. Each subject bundle comes with a Teacher Activity Guide, Student Worksheet, accompanying PowerPoint and Home Learning idea!

- Art and Design
- Business
- Computing
- Drama
- Economics **New for 2026!**
- English
- Food Technology
- Geography
- Health & Social Care **New for 2026!**
- History
- Law
- Maths
- Media Studies **New for 2026!**
- Modern Foreign Languages
- Music
- Physical Education
- Psychology
- Religious Studies
- Science
- Sociology
- Technology
- Textiles



To access the full range of subject-led resources, visit:

amazingapprenticeships.com/subject-led-bundles

SUPPORT FOR SUBJECT TEACHERS

Use this guide to support subject teachers with delivering the activities. We suggest sharing this with colleagues, along with the resources, well in advance of NAW if possible. Download the guide here:

amazingapprenticeships.com/resource/how-to-use-the-subject-led-resources



SUBJECT POSTERS



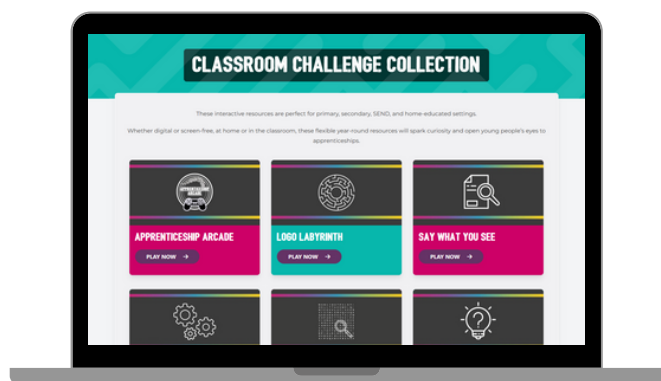
We have updated our collection of colourful and informative subject posters linking to potential apprenticeship careers. Download the poster that links to your subject and display it in your classroom or corridor.

amapps.uk/subject-posters

CLASSROOM CHALLENGE COLLECTION

These brand-new classroom activities are perfect for primary, secondary, SEND, and home-educated settings. Whether digital or screen-free, at home or in the classroom.

amazingapprenticeships.com/classroom-challenge-collection

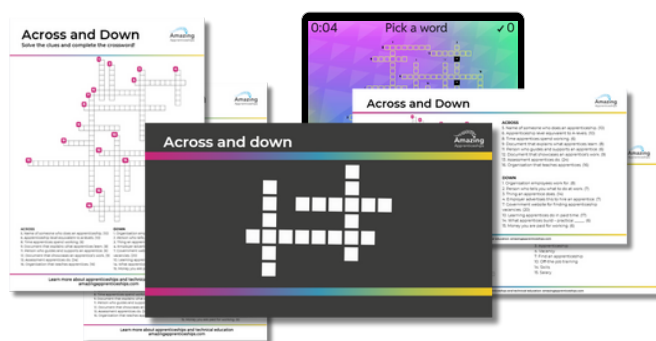


The Classroom Challenge Collection includes:

- Skills Sudoku
- Say what you see
- Logo Labyrinth
- Job Jumble
- Apprentice Analysis
- Across and Down
- Standard Scramble

Activities are flexible and can be completed:

- On paper using the student activity sheets
- On a board or screen using the slide decks
- As a class or independently using the online games



Flexible & Inclusive

Used across primary, secondary, SEND and home-educated settings.



Engaging & Interactive

Digital or screen-free, table-top or tutor-led - fits any learning environment.



Career Focussed

Inspires young people to explore roles within different organisations.



Always On

Relevant all year round - not just during National Apprenticeship Week.

SUPPORTING ALL STUDENTS

Apprenticeships are for everyone. Use our range of resources to support students with SEND and visit our SEND zone:

amapps.uk/send-zone

New and
updated
resources
launch
December
2025



Image-led
guide to
apprenticeships



Key
apprenticeships
terms infographic



Infographic on
finding an
inclusive
employer



Apprenticeships
puzzle sheet



Available with British
Sign Language

A collection of films
featuring apprentices
with learning
differences, disabilities
and health conditions.



Resources to use with
our This Is My Story
films.



Five Rapid Reads for
students with additional
needs - Finding an Inclusive
Employer, Application
Support, Reasonable
Adjustments, Functional
Skills and Support Available.

AMAZING APPRENTICE FILMS

Using examples of real-life apprentices can be a brilliant way to show students the wide range of apprenticeship career opportunities available.

All our films can be downloaded from: amapps.uk/apprentice-story-films



AMAZING APPRENTICES: EXPLORE THE OPPORTUNITIES

This powerful 90-second film showcases apprentices in roles from firefighter to working in Parliament, and gently tackles misconceptions about the types of role you could have as an apprentice.

amazingapprenticeships.com/apprenticeships



AMAZING APPRENTICES: CHANGING THE WORLD

These inspirational films (long version - 11 minutes / short version - 90 seconds) showcase apprentices working in roles that help the environment, reduce carbon emissions and protect the planet.

amazingapprenticeships.com/green-careers-week



AMAZING APPRENTICES: THIS IS MY STORY

This exciting film, and range of accompanying resources, follows the inspirational stories of apprentices with learning differences, disabilities and health conditions. Learn how these apprentices are progressing their careers through apprenticeships and the ways that their employers and training providers are supporting them.

amazingapprenticeships.com/this-is-my-story

APPRENTICESHIP ARCADE

The Apprenticeship Arcade features a suite of fun and engaging games for students, with new games added for 2026.

amazingapprenticeships.com/apprenticeship-arcade

New and
updated
games launch
January
2026



Engage students in your classroom, or set them enjoyable (yet educational) home learning tasks through the brilliant Apprenticeship Arcade. The suite of games provides interactive and fun ways for students to explore and learn about apprenticeships, whilst working in groups or individually.

Please note that some games will require a small amount of setting up beforehand, such as registering for a free account or ensuring that teams are created and students allocated into different groups. This will help to save you time in your lesson and should ensure that any potential problems such as firewalls or software updates can be sorted before your lesson starts.

PLAY NOW

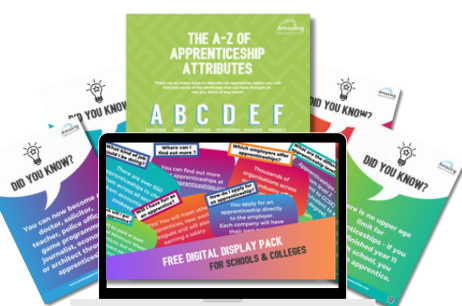
amazingapprenticeships.com/apprenticeship-arcade



CREATE DISPLAYS

There are lots of ways you could create an apprenticeships display in corridors, classrooms, common rooms...anywhere! Find all our posters here:

amapps.uk/posters



DISPLAY PACK BUNDLE

A collection of display materials, including posters, Q&A cut-out display and slides to use on display screens.

amapps.uk/display-materials-bundle



SUBJECT POSTERS & DISPLAY SCREENS

These posters focus on 22 school subjects and the many apprenticeship roles they link with to help inspire your students to think more broadly about their options.

amapps.uk/subject-posters

amapps.uk/display-screens



Q&A DISPLAY

We've given our ever-popular apprenticeships Q&A display a fresh new look and updated all the content.

amapps.uk/qa-display



APPRENTICE EMPLOYER POSTERS

Access a collection of posters and resources linked to Tesco, The British Army, EDF, BBC and more!

amapps.uk/employer-posters

CELEBRATE WOMEN APPRENTICES

Use our inspirational women apprentices at work flashcard pack to inspire your students to see the huge range of apprenticeships being undertaken by women.

amapps.uk/iwd

A-Z OF APPRENTICESHIPS

Amazing Apprenticeships celebrates International Women's Day, held on 8th March each year, by recognising and sharing the inspirational stories of apprentices.

Use our 'A-Z of women apprentices at work' to inspire your students and colleagues to see the wide range of apprenticeship roles being undertaken by women, and learn more about the variety of organisations that they are working in.



The flashcard pack showcases apprentices in roles from A for Asset Management Apprentice, D for Dance Instructor all the way through to W for Wind Turbine Engineer and Z for Zoo Keeper! Each apprentice flashcard also has an accompanying case study where you can learn more about the apprentice and their role.

The flashcards and case studies can be used in lessons, in a display and even for a treasure hunt as we know some resourceful careers staff have done in the past!



BBC BITESIZE CAREERS

Bitesize Careers has been developed in collaboration with experts, partners and young people. It offers peer-to-peer and expert advice to support young people in making subject choices throughout their education and in taking the first steps into the working world.

BBC Bitesize Careers resources for National Apprenticeship Week!



Bitesize Careers podcast series 2

Series 2 of the Bitesize Careers podcast is available. Every topic covered comes straight from what young people told them they wanted to know about.



Job profiles

The site is packed with free videos, quizzes and podcasts! There are hundreds of job-profile videos to help students decide which career path they want to take.



Tips and advice

Articles, quizzes, videos and podcasts on skills for work, work experience, CV writing, interview preparation and more.

Access BBC Bitesize Careers
bbc.co.uk/bitesize/careers

EVENTS AND ACTIVITIES

There will be a large number of events happening in the weeks leading up to National Apprenticeship Week, and throughout the week itself. They are free of charge to attend and cover a variety of topics.

NATIONAL EVENTS CALENDAR

A full events calendar, featuring thousands of different events and activities happening throughout the country will be available to view and search. It will be updated throughout the lead up to NAW so keep checking back.

naw.appawards.co.uk/events/map



ONLINE EVENTS

There are lots of online events you could participate in at your school/college, or share with students and parents/carers. Find out what national and local employers, training providers (independent providers, as well as colleges and universities) and careers organisations are doing by looking at their websites and social media.



YOUR EVENTS AND ACTIVITIES

If you are running any events or activities that external students and parents or carers could attend, such as an Apprenticeship Fair, publicise it widely. Contact your Careers Hub to see if they could notify other schools, and don't forget to add it to the national events calendar (see above).



SHARE YOUR SUCCESS

Don't forget to share how your events and activities went by creating a case study for our Officially Amazing platform. See page 5 of this guide for more details.

amazingapprenticeships.com/share-your-best-practice



SOURCING SPEAKERS

Hearing from current and former apprentices, and apprentice employers is a brilliant way to engage potential apprentices. Here are some ideas for sourcing inspirational speakers.

SOURCING SPEAKERS

There are a variety of ways you could source current or former apprentices and apprentice employers to speak to your students.

YOUR NETWORKS

- Contact former students who you know are now apprentices and invite them to come back to share their apprenticeship story.
- Reach out to your school or college Enterprise Adviser, who may be able to help or could signpost you to other local employers.
- Reach out to your staff, governor and parent/carer community and ask if they know, employ or work with any apprentices.
- Ask your current year 12 and 13 students if they have any friends who are apprentices.
- Post your request in local online groups such as Facebook and LinkedIn to see if there are any apprentices or apprentice employers in the area who would be willing to join you.
- Share on your social media that you are looking for speakers.
- Contact local colleges who are apprenticeship training providers and ask if they have any students who are doing apprenticeships, or work with any apprentice employers.
- Contact your local Careers Hub.
- Contact local employers who you know employ apprentices.



APPRENTICESHIP AMBASSADORS

In each region there is an Apprenticeship Ambassador network of apprentices and employers who may be willing to come out and support your school or college.



You can find your local network and contact details here:

apprenticeships.gov.uk/influencers/yaan-regional-networks

SOURCING SPEAKERS

PREPARING YOUR SPEAKERS

Once you have secured a speaker, make sure in advance of the session that you have communicated all of the required information about the event and how it will run, including the following:

- The date, time, duration and location of the session, and if they should arrive early to set up before the students join the session.
- How many students they will be presenting to, and any additional needs of the group that may need to be considered.
- Where they can park, if you have reserved parking for them and where they should report to e.g. reception.
- The name and telephone number of the contact person on the day.
- To send in advance any slides they want to use and to let you know if they will need sound or internet access for their presentation.
- You reassure them there will be staff on hand supervising the students and to support with any IT requirements.
- You know if they have any dietary requirements so you can offer them refreshments.

PREPARING YOUR STUDENTS

It can be beneficial to help students to prepare ahead of any external speakers coming in. This could be through an assembly briefing, form/tutor session, or could be a more formal piece of home learning. Encouraging students to learn about the speaker in advance, to undertake some research by visiting their website and to think about preparing their own questions can work well.

BUILDING A RELATIONSHIP

If you'd like your speaker to come in again, make sure you ask them if you can keep in touch about future events, then contact them on an appropriately regular basis to thank them again, and keep them updated on future events and any apprenticeship successes following their session.

You could also ask them to:

- Attend careers fairs.
- Offer work experience.
- Attend parent/carer career events.
- Feature in careers newsletters.
- Sponsor an event or maybe even a student award or experience.
- Put you in touch with other employers.

Download this resource to support you further:

amazingapprenticeships.com/resources/sourcing-apprentice-case-studies



BUILDING KNOWLEDGE

We produce lots of resources to support students, teachers, parents/carers and anyone else to understand and explore apprenticeships and technical education.



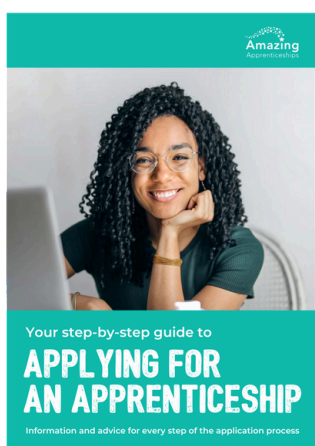
RAPID READS

A collection of fact sheets that are designed to quickly inform the reader about key topics, including:

- What is an apprenticeship?
- What is a degree apprenticeship?
- Apprenticeship finances
- Apprenticeship levels explained
- End Point Assessment explained
- Finding the best apprenticeship for you
- Relocating for an apprenticeship
- Top Tips to find a green apprenticeship
- How do I write a CV?
- Writing a covering letter
- New GCSE Grades explained
- What are T Levels?
- What is the Baker Clause?
- What is the Provider Access Legislation?
- What support can I expect from my child's school?

Fully updated and redesigned in August 2025

amapps.uk/rapid-reads



HOW TO APPLY FOR AN APPRENTICESHIP

Your step-by-step guide to applying for an apprenticeship. Information and advice for every stage of the apprenticeship recruitment process.

The guide includes:

- How do I apply for an apprenticeship?
- Describing your skills, strengths and experiences
- Researching a company before applying

amapps.uk/application-guide

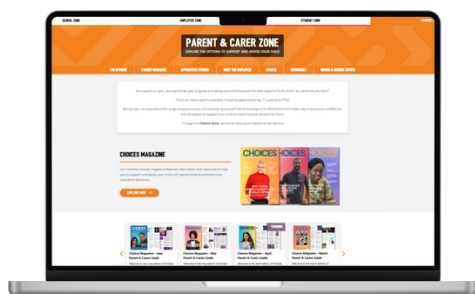
ENGAGING PARENTS AND CARERS

Parents and carers are a key part of any young person's decision-making process. Don't worry - we've got them covered too!

PARENT & CARER ZONE

Share this special zone on our website with your parent & carer community.

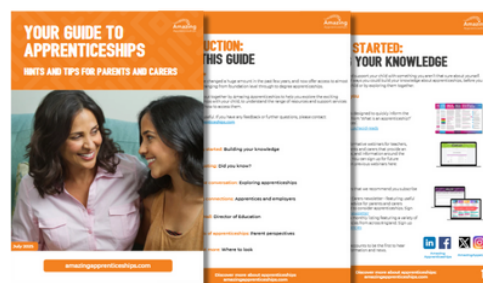
amapps.uk/parent-zone



PARENT & CARER GUIDE

Updated in July 2025, this guide is packed with information, hints and tips for parents and carers.

amapps.uk/parent-guide



HOSTING A PARENTS/CARERS EVENT - A CHECKLIST

Use this quick checklist if you are considering hosting an apprenticeships event for parents and carers in your school or college.

- Check the school diary and select an appropriate date and time.
- Book the hall or another suitable space.
- Approach guest speakers. For example this could include; local employers, past-students who are now apprentices, local experts, your school/college Enterprise Adviser.
- Add the event to your school calendar and set up a registration/booking system if needed.
- Invite key staff, including the Senior Leadership Team.
- Invite your parents/carers. For example this could include; adding it to your website, arranging for messages to go out via social media and/or Parentmail, including it within newsletters, sending out personal invitations, alerting students through assemblies/tutorials.
- Consider which of the free resources you could print or send out in advance.
- Make arrangements for refreshments.
- Liaise with your IT team about the equipment required.
- Arrange for presentations or a recording to be made available afterwards.
- Evaluate the success - formally or informally - and record the impact of the event.

SUPPORTING COLLEAGUES

This page sets out some of the ways that careers staff can support colleagues to be involved in National Apprenticeship Week.



CREATE A STAFFROOM DISPLAY

Our 'Did you know?' posters are perfect for sharing apprenticeship knowledge via a staffroom display. They can be a great conversation starter amongst colleagues whilst helping to inspire and inform them about some of the details of apprenticeships.

amazingapprenticeships.com/resource/apprenticeship-facts-poster-bundle



TAKE A SUBJECT-LED APPROACH

Run a short meeting or briefing to encourage and support staff to use our Subject-Led resources. We've added resources for 3 new subjects this year, bringing the total up to 22 subjects, plus added a new resource for each subject! They launch on 4th November 2025 (See page 11 for more information).

amazingapprenticeships.com/subject-led-bundles



SHARE CPD OPPORTUNITIES

Amazing Apprenticeships has introduced a brand new series of webinars, NavigATE (with ATE standing for Apprenticeships and Technical Education). Register to watch live or on demand.

amazingapprenticeships.com/workshops-webinars



SHARE OUR SCHOOL & COLLEGE ZONE

This zone aims to give you all the information and resources you need to inspire your students about apprenticeships and technical education.

amazingapprenticeships.com/zones/school

SOCIAL MEDIA & NEWSLETTERS

Throughout National Apprenticeship Week (and the year!) Amazing Apprenticeships and other organisations, including employers, share all kinds of inspiring apprenticeship information.

FOLLOW AMAZING APPRENTICESHIPS



AmazingAppsUK



Amazing Apprenticeships



AmazingAppsUK



Amazing Apprenticeships

It is also worth looking at the social media and newsletters of local and national employers and other apprenticeship and careers organisations.

SIGN UP TO OUR NEWSLETTERS

Amazing Apprenticeships has a brand-new schools and colleges newsletter, NavigATE. If you already receive our newsletter, you will start to receive NavigATE, but if not, sign up here:

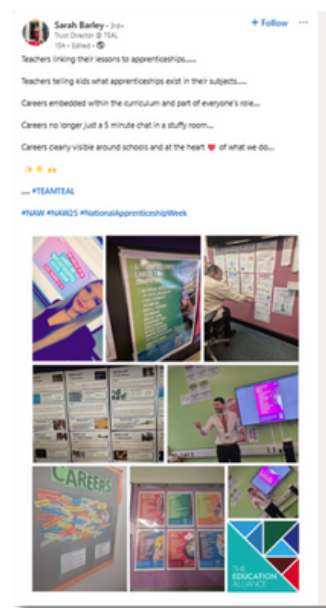
amazingapprenticeships.com/newsletter

SHARING AND RESHARING

- Do you have a social media manager? If you do, liaise with them on what to share during the week.
- Do you have your own Careers social media accounts? If you do, ask whoever manages your school/college social media to share your posts. If you don't, consider starting one if possible.
- Ask for space in your school / college newsletter to share your NAW events, activities and success!

WHAT TO SHARE

- Share photos and videos of all your activities during the week and tag Amazing Apprenticeships. We love seeing what you're doing and how you are using our resources!
- Share posts from employers like apprentice case studies and apprenticeship information.
- Share Amazing Apprenticeships' social media posts.
- Share the newsletter content in our promo pack in your newsletters (see page 26).



Example social media post courtesy of The Education Alliance (TEAL)

PROMOTION PACK

Use our special NAW promotion pack to share information before, during and after the week. Download all these resources here:

amazingapprenticeships.com/resources/naw2026-promotional-pack

SOCIAL MEDIA IMAGERY

Let your followers know you're supporting #NAW2026 with our social media imagery, made especially for schools and colleges!



DISPLAY SCREENS

These display screens provide an engaging way to share information about NAW throughout your school or college, with editable slides to add your events and activities for the week.



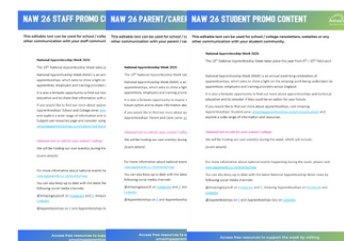
EVENT / ACTIVITY POSTER

Print this poster and add details of your NAW events and activities to display around your school or college.



PROMO CONTENT

Use this editable content to share information about NAW in newsletters, on your website, on Google Classroom...wherever you like! Different content is available for students, parents and carers, and staff.



PROMO IMAGERY

Use these images to promote NAW with parents and carers or students.



BEYOND NAW!

Amazing Apprenticeships is committed to supporting you to share information about apprenticeships and technical education throughout the year. Below are just some of the ways we do this.

YEAR AHEAD PLANNER

We've combined our term ahead planners into a helpful year ahead planner, which identifies 12 key events and campaigns throughout 2025-26. For each campaign there are supporting resources, including posters and display screens, classroom activities, guides, webinars and much more. Visit the Planning area in our School Zone to find out more and explore the planner and resources.

amazingapprenticeships.com/planning-your-year



NAVIGATE

Our new programme, NavigATE (with ATE standing for apprenticeships and technical education!), includes webinars, workshops and our brand-new schools and colleges newsletter.

Integral to the webinar series are our termly updates on apprenticeships and technical education, designed to unpack the latest developments, walk through a timeline for the term and share ideas and resources you can use across key events and campaigns. Register to watch live or on demand.

amazingapprenticeships.com/workshops-webinars



HOW WE CAN HELP YOU

Our How We Can Help You page brings together relevant resources and categorises them for use in different contexts and with different audiences.

amazingapprenticeships.com/how-we-can-help-schools-colleges

