

#NCW2017
@CAREERSWEEK

NATIONAL CAREERS WEEK

2017

6TH - 11TH MARCH

BACKGROUND

In Education, there is evidence at Government level that CEIAG needs to improve to ensure future generations will benefit from quality, meaningful interactions that help them understand the links between courses, skills and the pathways they open up.

NCW has been all about empowering schools, colleges, Universities, Teachers and Careers Professionals across the UK to celebrate quality CEIAG for at least one full week every year, irrespective of their current activities or lack of funding and resources in this area.

As we look forward to #NCW2017, we are excited to announce an experienced, dynamic and innovative team embarking on a new strategy to:

“MAKE EVERY WEEK CAREERS WEEK”

WHAT?

National Careers Week is driven to improve the life chances and social mobility of those that need it most.

HOW?

We will achieve this by continuing to work with all stakeholders responsible for addressing the issue of quality CEIAG provision in the UK.

WHY?

To support all to understand, realise and fulfil their career goals.

#NCW16 STAT:
2,472,311 unique users reached on twitter

SPONSORSHIP PACKAGES AVAILABLE

Sponsorship of NCW presents an opportunity for organisations to be at the heart of careers education across the UK and receive the following core benefits:

Sponsorship of a day during NCW 6th - 11th. To include:

- Dedicated Careers Mail Marketing to school, college, FE and HE careers database on the day, sole message provider
- 2 dedicated Tweets per day during the week delivered from the Official NCW Twitter account (9,000+ followers)
- Hourly dedicated Tweets on the sponsorship day (max of 8 during the day)
- Twitter Q and A on the day
- Profile page on the Official NCW website
- Inclusion on all NCW promotional materials
- Full page in the Official NCW free online e-zine

Themed Day Sponsor Package (as above)

Cost: £5k

Sponsored Careers Mail (fortnightly) for the duration of September 2016 - March 2017

- Client to provide content for Careers Mail sponsored messaging campaigns
- Campaign of 14 x Careers Mail messages in total
- Delivered to total careers database of approx 1,600 secondary schools, 350 FE colleges, 90 University Careers services and over 2,000 independent careers advisers across the UK
- Full monthly metric reporting to client

Annual Sponsored Careers Mail service (as outlined above)

Cost: £750 per month (£9k per annum)

Sponsored Daily Careers Mail Campaign 6th - 11th March

- Client to provide content
- Delivered to same database as Annual Sponsored Campaign (above)
- Full metric reporting after campaign

NCW sponsored Daily Careers Mail Campaign (as outlined above)

Cost: £600 per day (£3k per week)

WHY BECOME A SPONSOR?

From a one week based campaign the life cycle of NCW has been extended to a 12 month legacy thanks to the digital resources we have built and collected; the website in particular remains throughout the academic year with a great collection of quality careers resources which are continuously signposted by our Comms channels.

For **#NCW2017** we are planning to create content which is specifically aimed at trigger times throughout the academic calendar; we are exploring NCW branded materials to help Teachers and Students for Options and also enable Subject Teachers to deliver short programmes linking academic subjects to the world of work.

We estimate that over 1 million young students across the UK once again celebrated quality CEIAG activity and interventions directly because of the NCW campaign, supported by an incredible Social Media campaign which continues to be a major driver for the exponential growth of National Careers Week as a recognised quality brand in the UK's Education arena.

You can become a valued partner and make a difference to the career ambitions and aspirations of young people.

GET IN TOUCH

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 **@CAREERSWEEK #NCW2017**

 **WWW.NATIONALCAREERSWEEK.COM**

#NCW16 STAT:
Over 7000 Direct
#NCW2016 tweets
and over 2000
retweets

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