

Be one in a million
with WorldSkills London 2011 Have a Go

million

**Be one in a million –
help us reach one million
WorldSkills Have a Go
opportunities, providing
bite-size skill tasters
around the UK.**

Foreword



Chris Humphries CBE
Chairman of UK Skills and
WorldSkills London 2011

A handwritten signature in black ink, appearing to read 'CH', located below the printed name and title. The signature is positioned on the left side of the page, below the printed name and title.

WorldSkills London 2011 takes place from 5–8 October 2011 and provides us with a unique opportunity to demonstrate the real value of skills and the difference they can make to people's lives. The Competition will be a wonderful showcase of hundreds of skills which are needed to drive enterprise and build strong economies locally, regionally, nationally and internationally.

We have an amazing, once in a lifetime opportunity, to inspire the next generation, change attitudes and give British business the skills it needs to compete globally.

We want our partners to organise WorldSkills London 2011 Have a Go tasters in the run up to, and during the WorldSkills Competition in October 2011. WorldSkills London 2011 Have a Go provides a fun, interactive, engaging way of getting people involved across the UK, culminating in a three-week skills festival from 19 September to 9 October. You can be part of this celebration including colleges, employers, training providers, Sector Skills Councils, trade and membership associations, universities, schools, employment agencies, advice centres and charities.

We hope you will take part and join us in our campaign to create one million opportunities for people across the UK to Have a Go and try a new skill.

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.

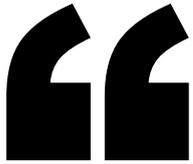


WorldSkills London 2011 is more than just a Competition; it's a chance to inspire. In the build up to, and during the event itself, we want to create one million opportunities for people, around the UK, to Have a Go at a new skill to spark their ambitions, opening their minds to the possibilities their futures hold.

The Competition will take place from 5–8 October 2011 at ExCeL London. It will bring together 150,000 visitors to watch 1,000 young people from over 50 countries/regions compete in 45 skill areas from seven sectors, ranging from creative arts and fashion to transportation and logistics.

The Competition is being hosted by the UK for the first time in 20 years, giving employers, colleges, universities, training providers and schools a rare opportunity to leave a lasting and positive legacy for vocational skills. We want as many people as possible to get behind WorldSkills London 2011 and maximise this important recruitment and skills promotion opportunity.

To get more background information on WorldSkills London 2011, see the 'fast facts' and other helpful documents available at worldskillslondon2011.com/resources



Having a go for yourself is the best way of getting a taste for a new skill. There's no substitute for hands-on experience and WorldSkills London 2011's Have a Go campaign will help open the minds of thousands of young people to the jobs and careers that are out there waiting for them.

Theo Paphitis, Ryman the Stationer and BBC 'Dragon'



Adam Peirson, Team UK 2003 and Sous-Chef at Claridges, with Theo Paphitis.

What is WorldSkills London 2011 Have a Go (WorldSkills Have a Go) all about?

WorldSkills Have a Go provides:

- 'Bite-size' tasters of a new skill, trade or profession.
- An exciting, engaging way of promoting and demonstrating skills used in the workplace and the jobs needed in the future.
- A great way to ignite a passion to learn, and to provide expert information, advice and support needed to get on at work and in careers.

WorldSkills Have a Go will be:

- Delivered by partners such as colleges, training providers, schools, community groups, employer's associations or other organisations.
- Fun, interactive and hands-on, providing a taste of inspiring workplace skills.
- Supported by comprehensive information, advice, guidance and jobs from the host college, training provider or employer and from partners such as City & Guilds, the National Apprenticeship Service and Next Step/Connexions.

When should I organise my WorldSkills Have a Go events?

- You can organise WorldSkills Have a Go activities at any time, place and date to suit you.
- The WorldSkills Have a Go programme will peak between 19 September to 9 October 2011 in a three-week skills festival promoting a great array of events taking place around the UK and during the WorldSkills London 2011 event itself.

By telling us what Have a Go's you are organising, we can help to drive interest to your events through our marketing and media activities for WorldSkills London 2011. Email us at haveago@worldskillslondon2011.com



1,000,000

What is the one million target?

We want to provide one million opportunities for people to Have a Go at a new skill. We aim to do this by providing Have a Go's at WorldSkills London 2011 and regional events run by our partners. There will also be online WorldSkills Have a Go opportunities, so visit worldskillslondon2011.com/haveago



WorldSkills Have a Go activity at Skills London in October 2010.



The WorldSkills London 2011 – National Have a Go programme of events

WorldSkills London 2011 is working with businesses, sponsors and partners to deliver a number of high profile Have a Go events in the build up to a three-week, UK-wide skills festival from 19 September to 9 October 2011.

To see the event series we have planned please look on our website at worldskillslondon2011.com/haveago

Who can deliver WorldSkills Have a Go tasters?

Any organisation or business can get involved with WorldSkills Have a Go, either on their own or in partnership with others. For example, education and business partners such as colleges, training providers, employers, universities, schools (primary and secondary), academies, Sector Skills Councils, trade and membership associations, employment agencies, advice centres and charities.

As a college or training provider you may already be planning an Open Day event or an activity where visitors can try out new skills. Why not use the opportunity to maximise your exposure by linking up with our WorldSkills Have a Go programme of events?

What are the benefits of taking part?

- Generate increased levels of attendance at your events with national exposure via the WorldSkills London 2011 website.
 - Share great ideas and best practise with other WorldSkills Have a Go partner organisations.
 - Raise your organisation's profile in supporting excellence regionally, nationally and internationally.
 - Use your involvement to generate material for student training, assessment and evidence of performance.
 - Help spur staff/students to give their best and to think about future WorldSkills competitions.
- Enthuse staff/students about their training and career choices.
 - Help make a real contribution to delivering a lasting vocational skills legacy for the UK.
- And...**
- You can use our free marketing resources to support your activity.
 - By planning your Have a Go event between 19 September and 9 October 2011 you can benefit by piggybacking on our high-profile national campaign – with all the press and PR opportunities that this offers.
- You can reduce the time and money required by making use of a wide range of pre-prepared template press releases and promotional materials available from **worldskillslondon2011.com/haveago**
 - You can gain exposure on the WorldSkills Have a Go section of our website with an interactive map to promote your event before it takes place and the option of uploading photos.
 - If you think your WorldSkills Have a Go event has significant media appeal, we'd like to hear from you and will work with you to maximise media coverage.

Can existing skills 'taster' events be linked with the WorldSkills London 2011 Have a Go programme of events?

Absolutely! As long as the aim of your 'taster' events is to amaze and inspire people, you can jointly badge your events with our official WorldSkills Have a Go branding.

For information on co-branding events, see worldskillslondon2011.com/haveago

Ideally we'd like you to schedule your organisation's Have a Go events to fit in with the special three-week skills festival running from 19 September to 9 October 2011, organised to provide a burst of activity in the run up to WorldSkills London 2011.

However, if this time is not convenient, Have a Go activities can take place around the UK throughout 2011 giving you the opportunity to manage your events to your own PR timetable or to fit in with other initiatives such as Adult Learners' Week or VQ Day.

For details, see our calendar of opportunities at worldskillslondon2011.com/haveago





Tailoring the message

We want to generate publicity and spark a debate about the benefits of vocational skills and Apprenticeships around WorldSkills London 2011.

Three themes have been developed to help with this and you can use the messages in your Have a Go events during the three-week skills festival:

- **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).
- **Skills ambitions** (highlighting how ambitious, talented young people can get ahead with vocational training).

More detail on the messages and how to use them will be available at **worldskillslondon2011.com/haveago** from June 2011.

WorldSkills Have a Go activity at Skills London in October 2010.

ideas...

Here is a selection of
WorldSkills Have a Go ideas:

Pit-stop challenge

Have a Go at a number of skills at one of Honda's 10 WorldSkills Have a Go events as part of the British Touring Car Championship roadshow across the UK. Activities will include a pit-stop challenge, hospitality skills and hairdressing.

Combine floristry with fashion

At the RHS Chelsea Flower Show come and try your hand at making a buttonhole or wood-block printing on fabric. Alternatively, try hairdressing with a horticultural twist at the RHS Hampton Court Flower Show where you can also Have a Go at table dressing with flower displays as well as a lawn mower challenge with Honda!

Try out car body repairs

Using Car-O-Liner's collision repair equipment, try your hand at re-shaping a damaged car shell. There will be a separate viewing area for your friends to see how you shape up!

Get airborne

Try out the flight simulators run by the Guild of Air Pilots & Air Flight Navigators and find out if your talents lie in the air.

Get stuck into welding

Have a Go with chocolate! Experts from the Welding Institute will be on hand to invite you to make a chocolate bridge, then load it with weights and test it to destruction! Whilst you're there, test your skills at arc welding using the VRTEX™ 360 virtual reality arc welding trainer provided by Lincoln Electric and see if you can record the best 'all round' score.

Discover a more beautiful you

Students from London College of Beauty Therapy will be providing mini treatments and L'Oréal Professionnel will be inviting you to try your hand at hairdressing. Receive a manicure, a mini 'make over' or a back, neck and shoulder massage.

Become the perfect host

Visit the Springboard event to try cocktail making and housekeeping (take the bed making challenge!). Or why not take part in the omelette challenge, or test your restaurant skills with silver service and elaborate napkin folding in the waiter challenge.

Get building and landscaping

Join experts from the National Heritage Training Group to Have a Go at assembling part of a traditional timber frame. Carve oak pegs, try your hand at wattle and daub plasterwork or shape a piece of stone. Have a Go at turfing, decking and slab paving with landscape gardening experts from DP Thomson & Son.

Virtual fun

Have a Go with one of the WorldSkills online tools such as 3D landscaping, paint and decorate or basic maths and English games.

Pit-stop challenge, combine floristry with fashion, try out car body repairs, get stuck into welding, discover a more beautiful you, get airborne, become the perfect host, get building and landscaping, virtual fun.

Resources to help you

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

- Visit our resources hub at **worldskillslondon2011.com/resources**
Tell us what you are doing so we can promote your local event on our website. Email us at **haveago@worldskillslondon2011.com**

- Download the WorldSkills Have a Go marketing toolkit including logos, brand guidelines, posters, images and all other materials to help you promote your event at **worldskillslondon2011.com/haveago**
- Look at the 'calendar hooks' for ideas on when to time your event. We want you to tie-in with the three-week skills festival as far as possible, so suggest this would be a good place to start.



Useful contacts

For all enquiries relating to the WorldSkills Have a Go programme of activities please go to our website first **worldskillslondon2011.com**

For information and help, including answers to frequently asked questions go to **worldskillslondon2011.com/resources**

If you still cannot find what you need please email us at **haveago@worldskillslondon2011.com**

Other ways to get involved

The WorldSkills London 2011 campaign comprises of: the Competition; Have a Go activities; the three-week skills festival; and a range of Showcase opportunities. The campaign 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.

Alongside WorldSkills Have Go activities, there are many other ways to get involved with the event and the campaign from supporting the Competition as an official supplier, applying to volunteer at the event, to becoming one of the 100 International Showcase Colleges. For more information about all the opportunities available visit **worldskillslondon2011.com/10ways**



Have a Go and be one in a million.

Contact us

E haveago@worldskillslondon2011.com

W worldskillslondon2011.com/haveago



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