



world **skills**
London 2011

Showcasing skills
that shape our world

WorldSkills London 2011

ExCeL London | 5-8 October 2011

Support the UK skills agenda and meet with 150,000 young people at the world's largest international skills competition.



WorldSkills London 2011 – event overview

Over its 60 year history, WorldSkills International has come to symbolise the pinnacle of excellence in high-level skills, vocational training and apprenticeships.

Taking place in a different country every two years, WorldSkills brings together 1,000 young, skilled people from over 50 countries, accompanied by their teachers and trainers, to compete to become the best of the best in 46 skills areas ranging from creative arts and fashion to transportation and logistics.

In 2011, WorldSkills comes to London.

"I am incredibly proud that the UK will be hosting the next WorldSkills competition. It will help to promote the value and benefits of skills to employers and individuals and encourage more people to recognise the advantages having a skill can add to employability prospects and life experience."

John Hayes, Minister of State for Further Education, Skills and Lifelong Learning

WorldSkills London 2011

In addition to the competition element of WorldSkills London 2011, we are delighted to announce the launch of the WorldSkills London 2011 Exhibition which will be by some considerable margin the UK's largest ever careers and skills exhibition.

Over 150,000 visitors are expected to attend WorldSkills London 2011 and attendance for your organisation puts you in front of this enormous volume of young people from throughout the UK in just four days.

Gain an unprecedented level of access to young people and demonstrate your organisation's support for the UK skills agenda.

WorldSkills London 2011 is a not-for-profit event; all revenue raised through stand sales will be invested in the staging of the overall WorldSkills London 2011 event.

Who will visit?

The main visitor audience will be young people between the ages of 14 to 19 and their parents/carers. In addition, we will also be promoting the event to a younger audience attracting those aged 8 to 11.

Who will exhibit?

WorldSkills London 2011 takes place over four days within 90,000 square metres of space (that's the same as 24 football pitches).

We expect as many as 300 exhibitors will participate, drawn from the following;

- Business and Commercial Sector Employers
- Government and Public Sector Employers
- Further Education Colleges
- Sector Skills Councils
- Universities and Higher Education Institutions
- Charities and Advice Bodies

Visitor promotion and marketing

Over 150,000 visitors are expected to attend WorldSkills London 2011 and as such a comprehensive promotional campaign will be in place.

For more information email:

worldskillslondon2011@prospects.co.uk

There are many ways to get involved including showcasing and Have a Go activities, culminating in a UK wide 3 week skills festival.



Stand package

- Shell scheme or space only stand
- Nameboard on each open side of stand
- Stand carpet
- Name and web hyperlink on event website
- Attendance for 2 people at our 'Exhibiting for Success' training day.

More information

Contact our dedicated WorldSkills London 2011 Exhibition sales team on **01823 362800** or **worldskillslondon2011@prospects.co.uk**

"London is consistently voted the best city in the world to do business in and our strong skills base is a key factor behind this. In 2011 it will be our honour to host WorldSkills, when we will not only show the world our brilliance in staging great events, but also the great pool of talent in our country and in our capital."

Boris Johnson, Mayor of London

Stand Prices

A Bookings made prior to 1 March 2011	£345 + VAT* per m ²
B Corner stands and other premium locations	£365 + VAT per m ²
Bookings made after 1 March 2011	A £365 + VAT per m ² B £385 + VAT per m ²

For all exhibition sales enquiries contact Prospects Services Ltd

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Email: worldskillslondon2011@prospects.co.uk

For sponsorship enquiries relating to WorldSkills London 2011 contact WorldSkills London 2011 Ltd

Tel: +44 (0)20 7429 2831

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