



APPRENTICESHIP CHAMPION NETWORK

Celebration Event Toolkit:
Aligning with NAW 2025 Themes



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CELEBRATE AND AMPLIFY APPRENTICESHIPS

National Apprenticeship Week 2025 is a week-long celebration of apprenticeship success stories and their transformative impact on careers and industries. This year's themes offer the perfect opportunity for members of the BPIF Apprenticeship Champion Network to showcase their apprenticeships while engaging with the national conversation.

This toolkit is designed to help you host impactful events and align your promotions with the official NAW daily themes. By synchronising your activities and posts with these themes, you can maximise visibility and demonstrate the value of apprenticeships in the printing industry.

SYNCHRONISE YOUR ACTIVITIES WITH NAW 2025 THEMES

MONDAY 10 FEBRUARY	SKILLS FOR LIFE
TUESDAY 11 FEBRUARY	EMPLOYER TUESDAY
WEDNESDAY 12 FEBRUARY	APPRENTICE WEDNESDAY
THURSDAY 13 FEBRUARY	T LEVEL THURSDAY
FRIDAY 14 FEBRUARY	CELEBRATION FRIDAY
SAT 15 - SUN 16 FEBRUARY	THE NAW WEEKENDER



MONDAY 10 FEBRUARY - SKILLS FOR LIFE

Highlight how apprenticeships develop essential skills for life and work.

Social Media Post Idea:

"Our apprentices gain real-world skills that drive innovation in the printing industry. Join us this #NAW2025 to celebrate how apprenticeships create skills for life! #BPIFChampion"

Event Activity:

Host a workshop or presentation featuring apprentices demonstrating skills learned during their programme, such as printing techniques or leadership skills.

TUESDAY 11 FEBRUARY - EMPLOYER TUESDAY

Showcase how your organisation supports apprenticeships and grows talent.

Social Media Post Idea:

"We're proud to support apprenticeships that help bridge skills gaps and build stronger teams. Discover how we're nurturing future leaders through programmes like Team Leader and Process Leader #NAW2025 #BPIFChampion"

Event Activity:

Share testimonials from managers who have supported apprentices and explain how apprenticeships have benefited your organisation.

WEDNESDAY 12 FEBRUARY - APPRENTICE WEDNESDAY

Celebrate the individual journeys of apprentices in your organisation.

Social Media Post Idea:

"Meet [Apprentice Name], one of our talented Print Operative apprentices, who is transforming her passion into a career. #NAW2025 #BPIFChampion"

Event Activity:

Host a "Day in the Life" event where apprentices share their stories and experiences with attendees, such as younger students or prospective apprentices.

THURSDAY 13 FEBRUARY - T LEVEL THURSDAY

Celebrate T Level progression to apprenticeship programmes.

Social Media Post Idea:

"From T Levels to Print Technician apprenticeships, we're proud to support learners on their journey to success. #NAW2025 #BPIFChampion"

Event Activity:

Host a panel discussion featuring T Level graduates now thriving as apprentices in your organisation.

FRIDAY 14 FEBRUARY - CELEBRATION FRIDAY

Highlight achievements and the transformative impact of apprenticeships.

Social Media Post Idea:

"Congratulations to our apprentices on their incredible achievements! Your hard work drives the future of our industry. #NAW2025 #BPIFChampion"

Event Activity:

Organise a formal graduation or awards ceremony to recognise apprentices' success and contributions.

SAT 15 - SUN 16 FEBRUARY - THE NAW WEEKENDER

Reflect on the week and inspire others to get involved.

Social Media Post Idea:

"This #NAW2025, we celebrated skills, success, and opportunity through apprenticeships. Here's a look back at our week. #BPIFChampion"

Event Activity:

Share a recap of the week, including highlights, photos, and videos from your events.

TIPS FOR SUCCESS

1

LEVERAGE THE HASHTAGS:

Always include #NAW2025 and #BPIFChampion in your posts to connect with the wider NAW audience.

2

ENGAGE YOUR AUDIENCE

Encourage apprentices, colleagues, and attendees to post on social media, tagging your organisation and using the event hashtags.

3

TRACK IMPACT

Monitor engagement metrics such as likes, shares, and hashtag mentions to measure the success of your campaign.

By aligning your celebration activities with NAW 2025 themes, you can amplify the impact of your efforts and inspire others to embrace apprenticeships.

TOGETHER, LET'S MAKE THIS NAW UNFORGETTABLE!



MORE INFORMATION

For additional resources or guidance, please contact our team at training@bpif.org.uk or call us on 01676 526 060.



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