



NATIONAL APPRENTICESHIP WEEK 2026

Celebration Event Toolkit:
Aligning with NAW 2026 Themes



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CELEBRATE AND AMPLIFY APPRENTICESHIPS

National Apprenticeship Week 2026 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 organisations to showcase their apprentices.

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 2026 THEMES

MONDAY 09 FEBRUARY

SKILLS FOR LIFE

TUESDAY 10 FEBRUARY

EMPLOYER TUESDAY

WEDNESDAY 11 FEBRUARY

APPRENTICE WEDNESDAY

THURSDAY 12 FEBRUARY

OPPORTUNITY THURSDAY

FRIDAY 13 FEBRUARY

CELEBRATION FRIDAY

SAT 14 - SUN 15 FEBRUARY

THE NAW WEEKENDER



MONDAY 09 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 #NAW2026 to celebrate how apprenticeships create skills for life!"

Event Activity:

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

TUESDAY 10 FEBRUARY - EMPLOYERTUESDAY

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 #NAW2026"

Event Activity:

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

WEDNESDAY 11 FEBRUARY - APPRENTICE WEDNESDAY

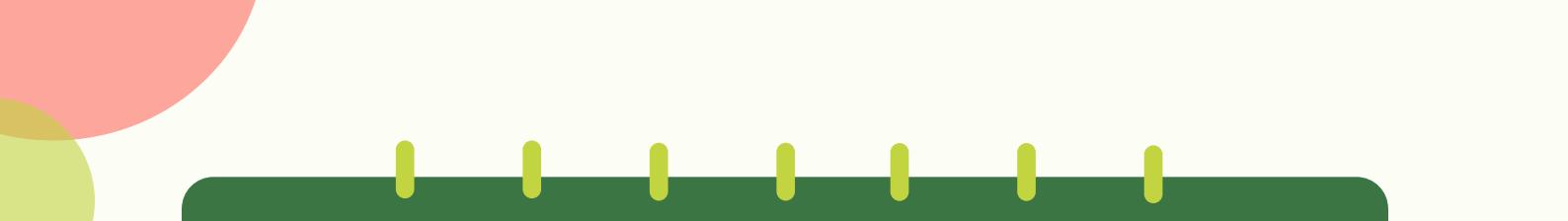
Celebrate the individual journeys of apprentices in your organisation.

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 12 FEBRUARY - OPPORTUNITY THURSDAY

Celebrate Apprenticeship opportunities or vacancies at your organisation.

Social Media Post Idea:

"Apprenticeship vacancies available now at BPIF Training, apply today! #NAW2025 #BPIFChampion"

Event Activity:

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



FRIDAY 13 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 14 - SUN 15 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 2026 themes, you can amplify the impact of your efforts and inspire others to embrace apprenticeships.

TOGETHER, LET'S MAKE THIS WEEK UNFORGETTABLE!

EXAMPLE POSTS FOR NAW WEEK

SKILLS FOR LIFE

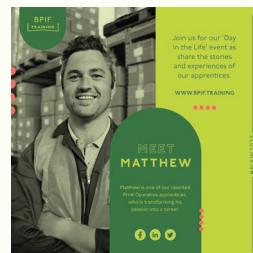
#NAW2025

APPRENTICE WEDNESDAY

#NAW2025

CELEBRATION FRIDAY

#NAW2025



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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