



14-24 Learning, Employment and Skills Strategy launch

Press release plan

Month	Date	Event	Marketing possibilities
February	25 February	14-24 Strategy launch	Press release to highlight launch of strategy to feature quote from Paul Carter/Mike Whiting
March	4 March	National Careers Week To include:	Press release to coincide with National Careers Week, to highlight raising aspirations and increasing participation, mentioning the following events: - Using the Jobs Fair to promote employment opportunities and apprenticeships
	- 8 March	- Dover Jobs Fair	
	- 13 March	- Kent Choices 4 U Live	- Using KC4U Live to engage young people in raising aspirations and increasing their understanding of Raising the Participation Age
	11 March	National Apprenticeship Week	Press release featuring new case study showcasing success story of an apprentice in Kent. Will use this to re-launch KCC's internal apprenticeship scheme
	TBC	Select Committee recommendations	Press release highlighting recommendations and detailing great work taking place in line with the strategy
April	25 April	Kent 2020	Press release detailing event with special guests, using the event to engage employers with the 14-24 Strategy and promote apprenticeships and employment opportunities
May	18 May	Adult Learners Week	Press release and case study re options for adult learners, using the event to highlight the Strategy's activities to reduce youth unemployment
June	27 June	KEiBA	Press release raising awareness of the winner of the Kent Apprenticeship of the Year, sponsored by KCC
July	12 July	Kent County Show	Press release bringing attention to the event and what's on offer, promoting opportunities for young people

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