**National Apprenticeship Week 2017 - #SEEDIFFERENT**

**The Vision:** To change the way we think about careers, challenging the stereotypical ideology that ‘the graduate is best’ and ultimately creating a culture of skills and vision matching that goes beyond qualifications and future proofs the regions companies. This will give young people the power to decide their future in a controlled and comfortable environment.

**Background:** We have an aging workforce and a massive skills shortage throughout the country and no more so than within GM. Our potential to attract major international companies and large recruiters has never been greater and this gives young people the power to choose their future. Today’s school leaver is more commercially and financially aware than ever. They understand the dual concept of continued education whilst earning a salary, they see this as a credible route to a career rather than a second choice to university. We need to give young people the tools and opportunities to challenge the status quo of standard educational and recruitment formats and find the path that is best for them. This means that employers will need to step up their game if they are to compete in attracting the very best of the region’s young people – they need to develop their pitch; fine tune their progression opportunities; they need to challenge their own belief systems about apprenticeships vs graduates – in short they need to be better if they are to succeed in attracting the leaders of tomorrow.

**The Offer:** #SEEDIFFERENT will host the very first ‘new style’ careers fair during Apprenticeship Week 2017. We will be working with some of the regions brightest and best young people and companies. We aim to document the philosophical and cultural change in the recruitment approach of both groups through diaries, blogs, vlogs and interviews. The event itself will be filmed and ‘sold in’ to local broadcasters as well as print media. We will then produce a toolkit to distribute to schools and colleges as well as pre-selected employer champions across the region to assist them in continuing the revolution of change. The offer is ambitious, the offer is challenging, the offer is encouraging our region to #SEEDIFFERENT.

**Event:** The Pitch

**Details:** #SEEDIFFERENT is turning the traditional careers fair on its head with a Dragons’ Den meets The Apprentice hybrid and is putting young people in control and employers in the hot seat. Employers from across Greater Manchester’s priority sectors will pitch themselves to a group of the best and brightest students from around Greater Manchester. HR, training and talent heads must be ready to answer questions from the floor – why should these talented young people work/do an apprenticeship with your business? What makes your company stand out from the rest? Why is it a great place to start your career? Why YOU?

The students will be able to grill the companies on company culture, pay, promotion opportunities to see what really lies behind the corporate gloss.

So…we’re looking for 20 + students from across the GM region from year 9-12 to showcase the best of the regions youth and tomorrow’s leaders. We would need them to be confident and able to challenge employers. They wouldn’t need to be the highest in academic terms but would need a presence and a sense of their future direction in order to take part.

The project would be documented via video and the students would get personalised digital biog/cvs to take away for future use. We would also be asking the companies involved to make themselves available as mentors/advisors to the students who are taking part to assist with any future cv writing or interview preparation. We are also asking (but can’t confirm at this point if companies involved can offer some work experience to selected students)

**Date:** Monday 6th March

**Time:** Early evening

**Venue:** TBC (Media City?)