

Business Development EXCHANGE

Thursday 9th July 2026
10.00am - 11.30am
Microsoft Teams



AGENDA



- Welcome
- Introductions
 - Business Development Exchange Chair – Zack Grimes
- PR – Julia Benning
- Marketing / Business Development Discussion
- AoB
- Next Steps

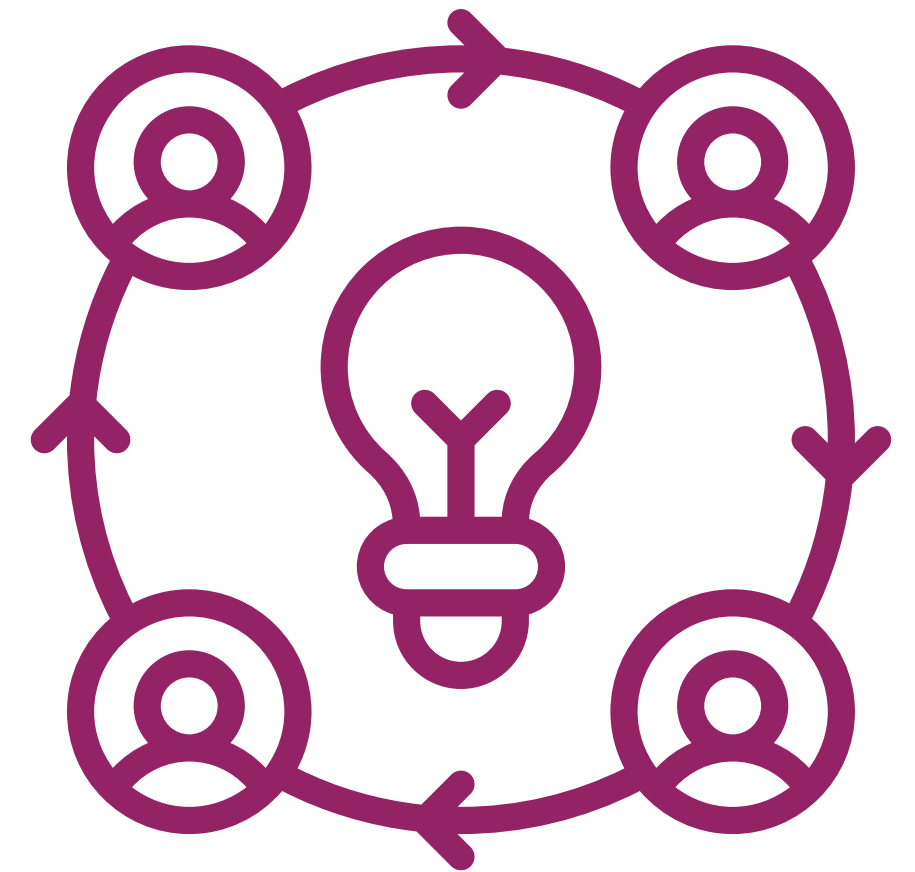
EXCHANGES



SHARE GOOD
PRATICE



DISCUSS
CHALLENGES



COLLABORATE

CURRENT EXCHANGES

GMLPN Member Exclusive



QUALITY



SAFEGUARDING



SEND



FE RECRUITMENT
& WORKFORCE



MENTAL HEALTH
& WELLBEING

NEW EXCHANGES

Open to all providers



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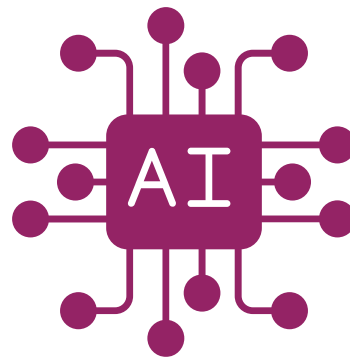


BUSINESS DEVELOPMENT

People and Employer Engagement



**Provider
Networks**
Community
of Practice



AI

In partnership with ALPS Alphi (Surrey Provider Network)



INTRODUCTIONS



BUSINESS DEVELOPMENT CHAIR WELCOME

Zack Grimes
Consultant

ZGMC



Julia Benning PR

PR for Training Providers

Raising Profile, Building Trust and Demonstrating Impact



JULIA BENNING

PR

PR: RAISING PROFILE, BUILDING TRUST & DEMONSTRATING IMPACT

Every training provider has great stories. The ones that grow are usually the ones that tell them.



ABOUT ME

- 13+ years working in education marketing and communications.
- Head of Marketing and Communications for a Multi Academy Trust
- Founder of Julia Benning PR
- Deliver training on marketing, communications and Crisis Communications in partnership with Bauer and Reach Plc.



MARKETING GETS YOU NOTICED

PR GETS YOU TRUSTED

Engaging employers

Building trust

Raising profile

Demonstrating impact

Supporting learner
recruitment

Increasing visibility

Building stakeholder confidence

WHY PR MATTERS
MORE THAN EVER



REPUTATION IS YOUR BIGGEST RECRUITMENT TOOL

*What would someone find if they googled your
organisation today?*

PR HAS CHANGED



One Story. Multiple Audiences



People now ask *“Recommended apprenticeship providers near me”*

Instead of

“Best apprenticeship provider Manchester”

PR HAS BECOME PART OF DISCOVERABILITY

PR IN THE AGE OF AI

WHAT MAKES A STORY?

Don't ask "what have we done", ask "what difference has it made?"



A word cloud of terms related to education and workforce development. The words are arranged in a roughly circular pattern, with 'learner success' and 'employer partnerships' being the most prominent. Other terms include 'new programmes', 'innovation', 'funding', 'community work', 'research', 'staff expertise', 'skills shortages', 'apprenticeships', 'local labour market trends', 'employer advice', 'sustainability', 'awards', and 'digital skills'.

new programmes
funding
innovation
learner success
community work
awards
employer partnerships
research
staff expertise
skills shortages
local labour market trends
apprenticeships
employer advice
sustainability
digital skills



THINK LIKE A JOURNALIST

SO WHAT?

- People
- Impact
- Evidence
- Emotion
- Timeliness
- Wider Relevance



Instead of talking about yourself, join conversations that already exist

- National Apprenticeship Week
- Budget Announcements
- Skill Shortages
- Mental Health Awareness Week
- local Employment Trends
- Government Policy

“What can we add to this conversation?”

TIMING IS
EVERYTHING

BECOME THE ORGANISATION JOURNALISTS CALL

- Understand your media
- Be contactable
- Consider deadlines - don't be afraid to ask
- Be relevant
- Give a local slant on a national story
- Engage with journalists on social media
- Keep in touch. Say thank you
- Be reliable - journalists remember reliable people

PRACTICAL IDEAS YOU CAN USE TOMORROW

Story	Headline
Employer partnership	Local employer invests in future workforce through apprenticeship partnership
Learner success	Former apprentice now leading the team where they started
Staff expertise	Meet the tutors helping shape tomorrow's workforce
Industry insight	Five skills employers are looking for in 2026
Community	Training provider supports local charity through learner project
Innovation	New programme helping address regional digital skills shortage

- Keep a story bank
- Take photos regularly
- Get permissions early
- Collect quotes
- Measure impact
- Repurpose every story



PR isn't just about counting newspaper cuttings

Measure:

- Website traffic
- Employer enquiries
- Learner enquiries
- Social engagement
- Partnership opportunities
- Speaking invitations
- Reputation

COVERAGE SHOULD
SUPPORT
ORGANISATIONAL GOALS

FINAL THOUGHT



PR - Trust - Reputation - Recruitment - Growth

- Every learner represents a success story
- Every employer partnership demonstrates impact
- Every member of staff has expertise worth sharing
- Every organisation already has enough stories to fill next month's news feed

CONTACT ME:



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THANK YOU
FOR
LISTENING



Q&A



Open discussion...

Social media – upcoming changes in 2027!

Social media for under 16s

- What will be the impact of this?
- What will you be doing differently, in terms of advertising provision to school leavers?

Opportunities - Upcoming campaigns...



- Youth Employment Week – 6 – 10 July 2026
- Vocational Celebration Day – 6 August
- A-Level Results Day – 13 August
- GCSE Results Day – 20 August
- T-Levels Week – 13 – 17 October

How do you involve learners, apprentices, employers and staff?

Events, open days, and webinars?

GMLPN Opportunities!

- Monthly 'good news' bulletin
- Weekly bulletin
- GM Schools newsletter
- Closed linked-in group
- Linked-in page
- Exchanges
- Member spotlights
- GM Skills Awards 2027 coming soon – consider nominations
- Awards
- Member only section – under development

Future planning...

- Anything else?
- What do you want to see at the next meeting? - Specific topics, themes etc – Best practice, speakers...
- Date of next Exchange – TBC 2026/2027
- September Network Meeting – 16th September – link has been circulated

Business Development EXCHANGE

Thank you!

