

APPRENTICE CELEBRATION EVENT TOOLKIT



HOW TO MAKE THE MOST OF YOUR APPRENTICE CELEBRATION EVENTS



Hosting an awards or a graduation-style ceremony for your apprentices is an excellent way to highlight their accomplishments and show pride in their achievements.

Follow these simple steps to ensure your event reaches the widest audience possible and showcases your commitment to apprenticeships.

BUILD MOMENTUM

PLAN AHEAD

Schedule social media posts ahead of your event to build momentum. Give attendees details of the event hashtag and your company's social media handles to use in their own social media posts.

USE OUR OFFICIAL HASHTAG

Remember to use #NAW2025 in all your graduation social posts, both during and after National Apprenticeship Week, so we can share your celebrations (photos, videos etc) on our apprenticeships social media channels. You can also add #apprenticeships to your content to help promote your amazing events.

OFFER ADVICE

Encourage your guests to share as much online content as possible – you could email your guests the day before your event encouraging them to post on social media.

NATIONAL
APPRENTICESHIP
WEEK 2025



SKILLS
FOR LIFE

APPRENTICESHIPS

Boost the number of people posting about your event by giving a prize for the best photo, or the post with the most likes or retweets. Prizes could include vouchers, stationery or confectionery.

GET CREATIVE

Provide your apprentices and guests with simple social media graphics that they can personalise and share. This could feature:

- Company logo
- Space for photo
- Motivational message e.g. proud to graduate as an apprentice with [company name]

Encourage your apprentices to use the apprenticeship achiever badge provided as part of this toolkit on their social media and email signature.

**APPRENTICESHIP
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ON THE DAY

GET READY

Make sure that the event hashtag and any other relevant social media handles are clearly communicated. Assign a member of your team to post via social media during the event itself, to capture as many memorable moments as possible.

INVITE MEDIA

Getting local media to attend can be a great way to create a buzz around the ceremony.

PICK THE PERFECT PRESENTER

Securing a well-known face to host the celebration, or someone right at the top of the organisation, will add an extra level of excitement. Ask them to post on social media about the ceremony to boost awareness.

SHARE YOUR STORY

Write a blog about the ceremony and share via your website, news pages, newsletters and on social media. This is a great way to remember the best moments from the day and it can also help when recruiting new apprentices.

You can share information about upcoming apprentice celebration events by emailing: the.week@education.gov.uk

USING SOCIAL MEDIA

Here are some draft social media examples for you to edit and use on your social media platforms.

Share pictures of your graduates to celebrate their achievements.

Remember to include #NAW2025 in all your celebration posts.

INSTAGRAM

- Today we celebrate the graduation of XX #apprentices and congratulate them for all their hard work and dedication to our business. Congratulations #NAW2025
- The impact of #apprenticeships on our business has been huge and today we celebrate the graduation of XX #apprentices as they move onto the next stage of their career #NAW2025
TAG: Apprenticeships

X

- Today we celebrate the #graduation of XX #apprentices and congratulate them all for their hard work and dedication to our business. Congratulations #NAW2025 TAG: Apprenticeships
- Congratulations to #apprentice (INSERT NAME) who graduates today from HIS/HER/THEIR #apprenticeship in (INSERT STANDARD) – we couldn't be more proud #NAW2025 TAG: Apprenticeships
- The impact of #apprenticeships on our business has been huge and today we celebrate the graduation of XX #apprentices as they move on to the next stage of their career #NAW2025 TAG: Apprenticeships
- There's no better time to recognise #apprentice success than during #NAW2025 and today we are celebrating the graduation of XX apprentices from across our business. Well done everyone! #NAW2025
TAG: Apprenticeships

LINKEDIN

- Today we celebrate the #graduation of XX #apprentices and congratulate them all for their hard work and dedication to our business. The impact of apprenticeships on our business has been huge and today we celebrate our graduates as they move on to the next stage of their career.
- There's no better time to recognise apprentice success than during #NAW2025. Congratulations to apprentice/s (INSERT NAME/S) who graduate today from their apprenticeship in (INSERT STANDARD/S) - we couldn't be more proud. #NAW2025
TAG: Apprenticeships

FACEBOOK

- Today we celebrate the #graduation of XX #apprentices and congratulate them all for their hard work and dedication to our business. Congratulations #NAW2025
- The impact of #apprenticeships on our business has been huge and today we celebrate the graduation of XX #apprentices as they move on to the next stage of their career #NAW2025
TAG: Apprenticeships

