

20
23

BusinessLDN presents

Skills ● LONDON

**Showcase the benefits of
joining your future workforce**

skillslondon.co.uk

**Register to be part of
the UK's largest jobs
and careers event**

24 and 25 November 2023

ExCeL London 09.30 – 16.00

@skillsLondon
#afuturethatworks

This November, we'll be bringing together businesses and education providers from across the UK to speak directly to young people, helping them discover a future that works for them.

Welcoming thousands of visitors, Skills London is the **UK's largest jobs and careers event** for 14-24-year-olds. It's a fantastic chance for organisations to showcase employment opportunities. It's a fantastic chance for organisations to showcase employment opportunities accessing a diverse audience and developing a stronger talent pipeline. At Skills London 2022 we saw:

SkillsLondon

2022
November

DAYS **FRI SAT**

14 - 24
Year olds

20K
visitors

103
Schools and
Colleges

29
London boroughs +
surrounding counties

52% Female
48% Male



Bring Your Organisation to Life

Skills London offers organisations and employers the opportunity to engage directly with young Londoners, more than any other event in the UK. It's a platform for showcasing career opportunities and demonstrating your commitment to creating a diverse and inclusive workforce.

By being part of the event, your organisation will:

- Gain direct contact with the next generation
- Engage teachers, parents and carers
- Create interactive learning experiences at your stand
- Recruit candidates from every corner of London, widening your talent pools
- Build relationships with schools, colleges, stakeholders and other exhibitors
- Support London's young people in tandem with meeting your CSR objectives.

Success Stories

94% of exhibitors agreed that Skills London is a great opportunity to meet with our target audience in London

91% of exhibitors said that the event met their overall expectations

“We had a fantastic time exhibiting and had the opportunity to have very meaningful and engaging interactions with students who were all extremely interested in our university. We had a steady flow of students throughout the day and we also had lots of interest from teachers and advisers.”
University of East Anglia

“Fantastic two days! The students were all polite and engaged, really open to conversations and interested in career pathways!”
Wagamama

Be Part of Something Bigger

In the months leading up to the event, exhibitors benefit from a rolling marketing campaign that raises awareness of Skills London, its exhibitors and sponsors, and the wide range of opportunities available all year round. The campaign reaches hundreds of thousands of people through online advertising, media partnerships, broadcast coverage and direct mail.



Why Interactivity Works

Exhibitors that take the time to plan interactive features have a tremendous response at Skills London and their stands are the busiest within the event. Interactivity is the key to success at Skills London, so take the time to think of how you can show off your organisation in a fun way with interactive features. The Skills London team will support you with ideas and inspiration on how to make your stand hands-on and interactive.



Exhibitor Packages

The Skills London event is split into zones to help visitors and exhibitors make the most of their visit. As a registered exhibitor, we'll help you find the zone that is best suited to reaching your desired audience. Packages include everything from complete stands with lighting and flooring, end of the day cleaning, Wi-Fi access, onsite assistance, and support from event organisers.

For exhibition enquiries contact:

Craig Cahill

Craig.Cahill@optimus-education.com

+44(0)1823 589 868

We also have a variety of sponsorship packages available.

To discuss sponsoring contact:

Jen Delderfield

Jen.Delderfield@optimus-education.com

+44(0)1823 219 112

Exhibition stand services are provided through the following contractors:

Showlite provide Lighting, power, shell scheme, panel hire and carpet:

showlite.co.uk

Furniture:

europainternational.com

Detailed information on the range of services available will be accessible through your exhibitor manual closer to the event.

EXCeL
LONDON



Stand costs from £396 per m²

About the Organisers

BUSINESS LDN

BusinessLDN is a membership organisation campaigning to make London the best city in the world to do business, working with and for the whole UK. Our membership comprises 180 leading employers across a wide range of sectors.

BusinessLDN works with our members, stakeholders and allies to find practical workable solutions, making a positive difference to skills and employment in London. Skills London is a vital part of this, leveling the playing field for people from all backgrounds by improving their access to jobs and the training market.

Find out more at businessldn.co.uk



Optimus Education is the market leader in delivering skills, career, and apprenticeship events across the UK. Our annual events are free to visit and offer exhibitors direct access to students, young people, families, teachers and career professionals.

- Part of the Shaw Trust – one of the largest charities in the UK – helping to transform the lives of young people and adults across the UK and internationally.
- Profits made via commercial trading businesses are used in funding the charitable objectives of the group.

Find out more at optimus-education.com

Join the many organisations that have benefitted from being part of Skills London



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