

Hospitality Apprenticeships Week 2023 Employer and Stakeholder Support Guide



Overview

The hospitality sector is delighted to announce that Hospitality Apprenticeships Week is returning, scheduled to take place from Monday, 2nd to Sunday, 8th October 2023. The week aims to provide a focused opportunity to celebrate apprenticeships in the hospitality sector.

As in previous years, the aim is to bring the whole hospitality community together to showcase the positive differences that apprenticeships can make to individuals and the business that they work in. We want to promote our sector as an exciting place to work with clear career paths and showing that a career in hospitality is **#MoreThanAJob**.

We'd love your support during the week to showcase the great work you're doing with apprentices in the hospitality sector and to spotlight your talented team members.

How to get involved

Register for the Virtual Launch Event

On **Friday 29th September**, which is conveniently National Hospitality Day, we're inviting all associated Employers and Providers to join us to gain insight, share successes and learnings and provide some top tips on continued engagement throughout and beyond Hospitality Apprenticeship Week.

Date & Time: Friday 29th September at 10:00am

Register here: [Launch Event Registration](#)

The event will include:

- Our guest speaker Kate Nicholls OBE - CEO at UKHospitality, to provide an update on the Hospitality and Talent landscape.
- A panel discussion and Q&A from associated partners and providers.
- A look at the week ahead and tips on live engagement to compliment your already planned social media campaigns.

Spread the word!

During the Hospitality Apprenticeships Week, all activity will be driven through social media and we want you all to be involved! Please make sure you use the following supporting social media hashtag:

#MoreThanAJob

Always try to include an image or video with your social media posts as it makes it more engaging.

1 – Share our Logo

Before and during Hospitality Apprenticeships Week, please post the Hospitality Apprenticeships Week supporters logo along with an update pledging your support for the week by including the hashtag **#MoreThanAJob**.

You will find all the visual assets you need in our Hospitality Apprenticeships Week Resource Hub – [click here](#).

2 – Show everyone that hospitality is **#MoreThanAJob** to educate and inspire

There will be a different theme each day during Hospitality Apprenticeships Week enabling you to showcase the different career pathways available. This will give you the opportunity to show off your own brand and apprenticeship opportunities currently available in your business.

Monday - A new experience everyday

In hospitality no two days are the same. If you like thinking fast, adapting to new challenges and new experiences, a career in hospitality is for you.

Tuesday - Travel the World

There are bars, restaurants and hotels all over the world. If you are trained in hospitality, you can go anywhere.

Wednesday - Aim Big, Progress Fast

There are endless opportunities and plenty of room to progress in hospitality. Start as an apprentice and you could soon be managing a venue or leading a team of professionals.

Thursday - Power Up

From working as part of a team, to creating brilliant experiences for customers, the skills you learn in hospitality are diverse and will help you succeed in any career.

Friday – Get Social

Whether you're talking to customers, or building relationships with team mates, if you're someone who loves meeting new people then hospitality will help you thrive.

Saturday – It's Fun, Fast and Active

Are you bored by the thought of being stuck behind a desk? A career in hospitality will get you on your feet, having fun and thinking fast.

Sunday – Keep it flexible

9 - 5 not for you? Working in hospitality gives you flexibility and the opportunity to create a work-life balance that's best for you.

Hospitality and apprenticeships - busting the myths

Throughout Hospitality Apprenticeships Week, we would like you to share some facts about the hospitality industry, dispelling myths and showing why this is such a great sector to work in!

3 - Bring your apprentices' stories to life across social channels

There are lots of ways to do this! We've included a few suggestions below so you can start planning. Feel free to pick the one or two that suit you most – or create your own!

Tell your followers why hospitality is **#MoreThanAJob**. Whether it's creating a special moment, giving your guests a new experience or creating a lasting memory, people who work in hospitality do so much more than what their job role suggests!

For example a chef doesn't just create or produce food they are also a nutritionist, allergen expert, mentor, designer, and the hero of an event when it comes to a customer's culinary experience.

Celebrate success by showing off apprentices who have progressed in their career after completing an apprenticeship. You could ask apprentices to explain the reasons why they love working in the hospitality industry and share their answers as a video clip or quote.

Social media takeover – Allow an apprentice to take over the company Twitter, Tik Tok, Facebook or Instagram feed! They can post images, videos and updates throughout their day as an apprentice.

Website blog – Encourage your apprentice(s) to work with your marketing team to create a blog post about their experience as an apprentice for your website.

Don't forget to use the following supporting social media hashtag:

#MoreThanAJob

**And remember we want you to promote your own
apprenticeship opportunities throughout the week!**