

5–8 October 2011
ExCeL, London



worldskills
London 2011

England, Northern Ireland,
Scotland and Wales



Inspiring young people

Sponsorship opportunities
at WorldSkills London 2011

Brought to you by
ukskills

“

London is consistently voted the best city in the world to do business in and our strong skills base is a key factor behind this. In 2011 it will be our honour to host WorldSkills, when we will not only show the world our brilliance in staging great events, but also the great pool of talent in our country and in our capital.

”

Boris Johnson
Mayor of London



“



The experience was overwhelming. It made me believe anything is possible. I became an international star just by doing my skill.

”

Anesha Simpson-Nembhard
IT Office Software Applications
Competitor, WorldSkills Helsinki 2005

“

The Honda Institute is responsible for developing skills in over 10,000 people who work in our dealer network, encouraging and rewarding excellence. I see the same spirit in the young people who compete in WorldSkills, and Honda (UK) is thrilled to play a part in supporting WorldSkills 2011 in London.

”

Neil Fletcher
Head of European Training,
Honda Motor Europe

5–8 October 2011

1,200 Competitors

45 Skills Competitions

Over 50 Countries/Regions

41st WorldSkills Competition

Attracting 150,000 Visitors



Team UK 2009 Gold Medal winners Adam Smith and Richard Sagar, meet BBC Dragon Theo Paphitis at the CBI Growing Business Awards.

WorldSkills is global

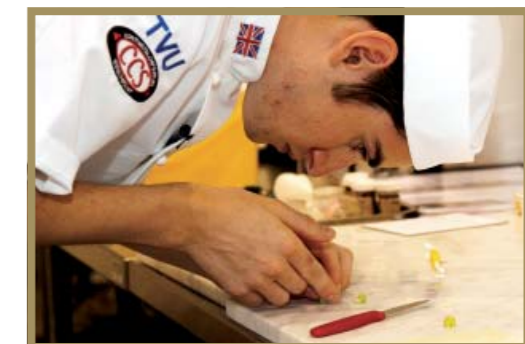
WorldSkills International is a unique organisation with Members covering every continent. It is dedicated to raising the status and standards of vocational education and training worldwide. Its biennial event is the biggest international vocational skills competition in the world.

In October 2011, London will host the 41st WorldSkills Competition. Young talent from over 50 countries/regions will display their outstanding ability across 45 skills categories from autobody repair and web design to robotics and landscape gardening, as they compete for the coveted title of 'WorldSkills Champion'.

Celebrating talent

The event will celebrate the achievements of young people who have found fulfilling vocational careers. It will also leave a legacy that will promote traditional craftsmanship alongside modern innovation to inspire the next generation of successful professionals, craftspeople and entrepreneurs across the globe.

This spectacular event will attract international and UK business leaders, government ministers, policy makers, teachers, trainers, students and the media.



“

What these WorldSkills Competitors have achieved with their commitment and determination to do well is outstanding, and it has placed them as superb role models.

”

Rt Hon Gordon Brown MP
Prime Minister

WorldSkills is coming to London

Upskilling the nation

In May 2006 the UK, supported by Prime Minister Tony Blair and Mayor of London Ken Livingstone, beat fierce competition from Australia and Sweden for the right to host the WorldSkills Competition in London in 2011.

London is Europe's financial capital, with more international headquarters than any other European city. It is a diverse city with more than 300 languages spoken among its 7.3 million residents, and therefore ideal for hosting a spectacular global event.

But, despite its strengths, London has more than 1.5 million adults with low skill levels. Looking beyond the capital, over 5 million people of working age in the UK have no qualifications at all. Our economy is reliant on skills and it is therefore vital that we promote skills and vocational training to a wide and diverse audience.

The impact of WorldSkills London 2011 will continue well beyond the Competition itself. The work of its Legacy Group brings together senior business leaders, policy makers and educators to achieve various learning goals. Its aim is to encourage more people into vocational education to meet employer demands for skills and to reduce the number of young people not in employment, education and training.

WorldSkills makes a difference

WorldSkills Competitions are incredibly successful at making a positive difference. Finland saw a national increase to 44% of young people starting vocational education training directly after hosting WorldSkills Helsinki 2005.

WorldSkills International Members

Austria | Australia | Belgium | Brazil | Brunei Darussalam | Canada | Chinese Taipei | Colombia | Croatia | Denmark | Ecuador | Estonia | Finland | France | Germany | Hong Kong, China | Hungary | Iceland | India | Indonesia | Iran | Ireland | Jamaica | Japan | Korea | Luxembourg | Macao, China | Malaysia | Mexico | Morocco | Netherlands | New Zealand | Norway | Oman | Philippines | Portugal | Principality of Liechtenstein | Saudi Arabia | Singapore | South Africa | South Tyrol, Italy | Spain | Sweden | Switzerland | Thailand | Tunisia | Turkey | United Arab Emirates | United Kingdom | United States of America | Venezuela | Vietnam

Why support WorldSkills London 2011?



Without world class skills, UK businesses will find it increasingly difficult to compete and innovate. Where skills were once a key driver of prosperity and fairness, they are now THE key driver. Achieving world class skills is the key to achieving economic success and social justice in the new global economy.



Lord Leitch
Leitch Review of Skills
(December 2006)



WorldSkills London 2011 is a unique opportunity. This spectacular project will provide sponsors with a range of benefits, including high-profile branding, PR opportunities and direct access to young people and businesses.

Most importantly, involvement will place sponsors at the heart of the UK skills agenda.

Sponsoring WorldSkills will enable you to:

Inspire and change the lives of young people

Influence and contribute to the future skills agenda on a national and global scale

Demonstrate your support and **commitment** to education and skills

Benchmark your organisation's skills and training programmes

Engage with **young people** and profile your organisation as a future employer

Showcase and demonstrate your products and services to **potential consumers**

Learn how you can 'upskill' and develop your workforce

Knowledge share and exchange **best practice** with industry

Act as the **voice** on skills for your industry

Help change **perceptions** of vocational skills

Develop new networks and contacts for future business

Raise the profile of your industry to an **international audience**



“

WorldSkills London 2011 provides the opportunity for UK industry to showcase its capability on a prestigious international platform. But we need businesses to come on board. Hosting an event of this magnitude will not only require funding, but also the equipment and raw materials. I call upon UK plc to support this unique opportunity.

”

Chris Humphries CBE
Chief Executive of the UK Commission
for Employment and Skills

Imagine

30 landscape
gardens
being
created
simultaneously

What are the benefits of being involved?

There are a range of opportunities to support WorldSkills London 2011.

Financial support

Premier Sponsor

Gold Sponsor

Silver Sponsor

Bronze Sponsor

Gift-in-Kind support

Official Supplier

An extensive range of equipment and services is needed to stage the event, from machinery, products and technology through to expert services such as logistical and health and safety support.

Depending on the level of support, benefits for sponsors can include:

Exclusivity

Exclusivity from direct competitors

Sponsorship activation

Exclusive use of the WorldSkills London 2011 brand strictly limited to formal sponsors

The right to activate the sponsorship and integrate WorldSkills London 2011 into your own marcomms and PR activities

Branding, marketing and advertising

High-profile branding on WorldSkills London 2011 marketing collateral and website

Exposure to an extensive range of audiences including education, young people, business and government

Acknowledgements in all WorldSkills London 2011 marketing and PR campaigns and speeches

Opportunities to engage with schools, FE colleges and universities as part of the education programme

Extensive branding at the venue throughout the event

Profile and complimentary advertising in the official event programme

Media and PR

Access to PR and media opportunities

Acknowledgement in all press releases and opportunities to develop your own PR activities

Opportunities to act as a spokesperson alongside WorldSkills London 2011 on skills issues

Access to use former Competitors as speakers for your own events and PR activities

Networking and hosting guests

Opportunities to network with and influence government ministers, policymakers, educators, business leaders and other partners

Exclusive invitations to Sponsors' Forum events

Complimentary tickets for the Opening and Closing Ceremonies, visiting the Competition and business events

Use of the Sponsors' Lounge and access to private meeting facilities for hosting guests

Showcasing and profiling your organisation

Opportunities to engage directly with 150,000 visitors at the event

Space at the venue to showcase your organisation and its products/services

Corporate Social Responsibility

Opportunities to engage your workforce and/or partners as part of the event volunteering programme

Legacy and beyond 2011

Membership of the WorldSkills London 2011 Legacy Group

Opportunity to support the 2013 WorldSkills Competition in Leipzig

“

City & Guilds is delighted to be a Premier Sponsor of WorldSkills London 2011. Skills competitions create respect for vocational training by showcasing the highest standards of excellence, provide an amazing confidence boost for Competitors and help develop inspirational role models.

”

Chris Jones
Director-General, City & Guilds

Benefits

Find out more about being involved

Support WorldSkills London 2011 and have the opportunity to:

Influence and input into the future education and skills agenda

Enhance your CSR programme by making a positive difference to opportunities for young people

Achieve exclusive profile for your organisation among education, corporate, government and media audiences

Contact the sponsorship team to discuss your involvement

T 020 7429 2812

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Skills Competitions

Aircraft Maintenance | Autobody Repair | Automobile Technology | Beauty Therapy | Bricklaying | Cabinetmaking | Caring | Car Painting | Carpentry | CNC Milling | CNC Turning | Confectioner/Pastry Cook | Construction Metal Works | Cooking | Electrical Installations | Electronics | Fashion Technology | Floristry | Graphic Design Technology | Industrial Control | Information Network Cabling | IT/PC Network Support | IT/Software Applications | Jewellery | Joinery | Ladies/Mens Hairdressing | Landscape Gardening | Manufacturing Team Challenge | Mechanical Engineering Design – CAD | Mechatronics | Metal Roofing | Mobile Robotics | Mould Making | Offset Printing | Painting and Decorating | Plastering and Drywall Systems | Plumbing and Heating | Polymechanics/Automation | Refrigeration | Restaurant Service | Sheet Metal Technology | Stonemasonry | Wall and Floor Tiling | Web Design | Welding

Our current sponsors and supporters

Premier Sponsor



Gold Sponsor



Silver Sponsor



Partner



Premier supporter of Squad and Team UK



Premier training and development partner, Squad and Team UK



WorldSkills International Global Industry Partners



It is just as important for the UK public to get behind Team UK at WorldSkills London 2011, as it is for them to support Team GB at the 2012 Olympics, nine months later.



Will Torrent
Confectionery Competitor
WorldSkills Shizuoka 2007

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