

# News story: Apprenticeship Live broadcasts in schools

Starting with the BBC today (Tuesday, 28 November), students, teachers and governors can speak directly to apprenticeship employers and their apprentices live online. During the broadcast they will hear about the latest opportunities on offer; the skills employers are looking for and how students can best prepare themselves for working life after school or college.

Funded by the National Apprenticeship Service and part of the Apprenticeship Support & Knowledge for Schools (ASK) project, the engaging and interactive experience will stream directly to schools – whether on individual PCs or tablets, an interactive whiteboard in a classroom or on a projector during assembly.

The BBC are delighted to be kicking off the Apprenticeship Live broadcasts.

Naomi Blackburn, Resourcing Specialist at the BBC said:

The Apprenticeships Live broadcasts give us a great opportunity to get our message out about the range of Apprenticeships at the BBC and to change the perception in young people in that we aren't just looking to fill the typical roles.

We hope that following the live broadcast, young people will feel more confident in applying, know what to put on their application and realise the potential of becoming an apprentice at the BBC and other employers as well.

Over 30 schools have signed up to be part of the first live broadcast. Another 13 broadcasts are scheduled to take place over the coming months, with employers including TUI, IBM, Capgemini and Highways England, already committed.

Sue Husband, director, National Apprenticeship Service added:

These live broadcasts will give young people considering an apprenticeship real insight into what it's like to be an apprentice and what's required from an apprentice in the workplace today. We have some fantastic apprenticeship employers lined up to give their vision of what qualities an apprentice needs to bring to the role and the brilliant opportunities they can expect. These broadcasts will reach thousands of young people and will really give them a taste for how far they can go with an apprenticeship.

Following the BBC Apprenticeship Live broadcast, Highways England will

deliver the second broadcast on 30 November.

Schools looking to sign up to a live broadcast should visit the [amazing apprenticeships website](#). The broadcasts will also be available to [view on catch up](#) if schools are unable to view them live.

Share your thoughts with us on the apprenticeship live broadcasts on Twitter: [@Apprenticeships](#).