

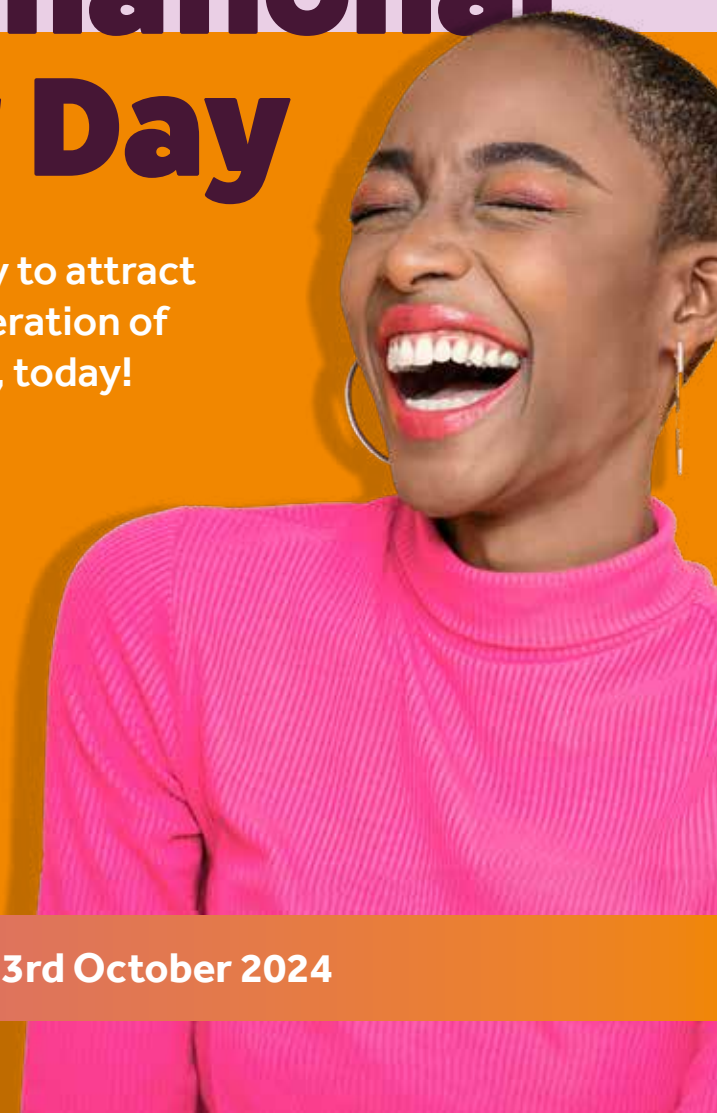


International Print Day



Scan the QR code
for more information

Your opportunity to attract
tomorrow's generation of
print employees, today!



www.ypip.co.uk

23rd October 2024

Young People In Print (YPIP)

A group of volunteers dedicated to inspiring the next generation of employees in the print industry - is supporting companies from across the UK to throw open their doors on International Print Day - October 23rd 2024 - to welcome visits from local schools and colleges.

WHY?

The UK print and packaging industry has a clear challenge in attracting young talent into the industry and we have an ageing workforce. Industry perceptions, competing attractive sectors, lack of direct education, and many other factors are hampering the industry's ability to attract new young employees.

By coming together as an industry, and working with local career hubs, we can open up our entire sector as a whole – on just ONE DAY each year - to truly change the perception of our sector on a nationwide scale with the education and careers system and students themselves.

CAN ANY PRINT BUSINESS HOLD AN OPEN DAY?

Yes. Whether you are a printer, converter, OEM or manufacturer of print industry supplies, you have a role to play in showcasing our industry to young talent.

HOW DO WE GET INVOLVED?

It's simple!

Confirm your participation to:

Paul Stead

Tel: **07518 604611** or

Email: **Paul.Stead@asl-group.co.uk**

that you're happy to host a group of students on International Print Day
OR visit www.ypip.co.uk and register your interest on the form.

HOW WILL YPIP SUPPORT MY BUSINESS?

1. The YPIP team will put you directly in contact with your local careers hub so you can organise numbers and timings directly.
2. YPIP will provide you with a short presentation PowerPoint to use on the day – talking about International Print Day, the print industry and why the visitors are so important to the future of our industry (and of course it talks to all the benefits of working in the print sector!)
3. YPIP will promote the list of companies that all got involved on the YPIP website and will also do further promotion in industry media to recognise everyone involved.

WHAT'S IN IT FOR MY BUSINESS?

1. Connection to the young talent in your local area seeking work – ahead of other companies
2. Your Apprenticeship Levy can fund print apprentices – identify candidates by meeting students
3. If you are focused on ESG – this is a great way to support your local community and education centres
4. YPIP will make sure you are recognised for your efforts in the coming year
5. Demonstrates you are committed to the longevity and competitiveness of the industry
6. An opportunity to promote your business locally and on social media

WHAT DOES THE DAY LOOK LIKE?

Timings are at your discretion. Allow 3 hours for the visit.

A suggested agenda – this is all about showcasing your passion for print!

10.00 Welcome, Introductions – Refreshments (coffee, tea, juice, biscuits)

Chat to students about what they're studying, perceptions of the print industry, what they're hoping to do for a career

10.30 Short YPIP Presentation

10.45 Short insight to the company – a presentation

11.00 Site Tour

ON RETURN

- Q&A Session
- Wrap up and depart

WE RECOMMEND DISCUSSING:

- The print process itself – what's involved and equipment
- Examples of work produced – why and how
- The different job roles in the company
- Examples of careers of people working there
- The brands and sectors you work with
- The history and development of the business over time
- Sustainability – how does that relate to your business and customers

QUESTIONS?

Get in touch with the YPIP team at www.ypip.co.uk

