

ACTIVATION GUIDE

For Members and
Partners



CONTENTS

- Overview
- Event information
- Helpful links
- Application guidance
 - *Video*
 - *Social media graphics*
 - *Social media posts*
 - *PowerPoint*
 - *Email footers*
 - *Digital banners*
- Key messages
- Our brand elements
- Canva access
- Contact

OVERVIEW

This activation guide is designed to support our Members and partners in promoting their involvement and support of WorldSkills Conference 2024.

CAMPAIGN TIMEFRAME:

April – September 2024

TOOLKIT AND ASSETS:

<https://worldskillsconference2024.com/partner-toolkit/>



ENTER A WORLD OF SKILLS

Moving TVET to the top of the global agenda

11-12 September 2024 in Lyon, France

Held alongside WorldSkills Lyon 2024, **WorldSkills Conference 2024** will lead a global conversation about the importance of Technical and Vocational Education and Training (TVET).

The unmissable skills event of the year brings together governments, policymakers, industry, education providers, and youth, providing a unique platform for exchange and action.

HELPFUL LINKS

ASSETS:

<https://WorldSkillsConference2024.com/partner-toolkit/>

WEBSITE:

WorldSkillsConference2024.com

SOCIAL:

LinkedIn: www.linkedin.com/company/WorldSkills-International

Facebook: www.facebook.com/WorldSkills

Instagram: www.instagram.com/WorldSkills

X: www.twitter.com/WorldSkills

YouTube: www.youtube.com/user/WorldSkillsTV

TikTok: www.tiktok.com/@WorldSkills

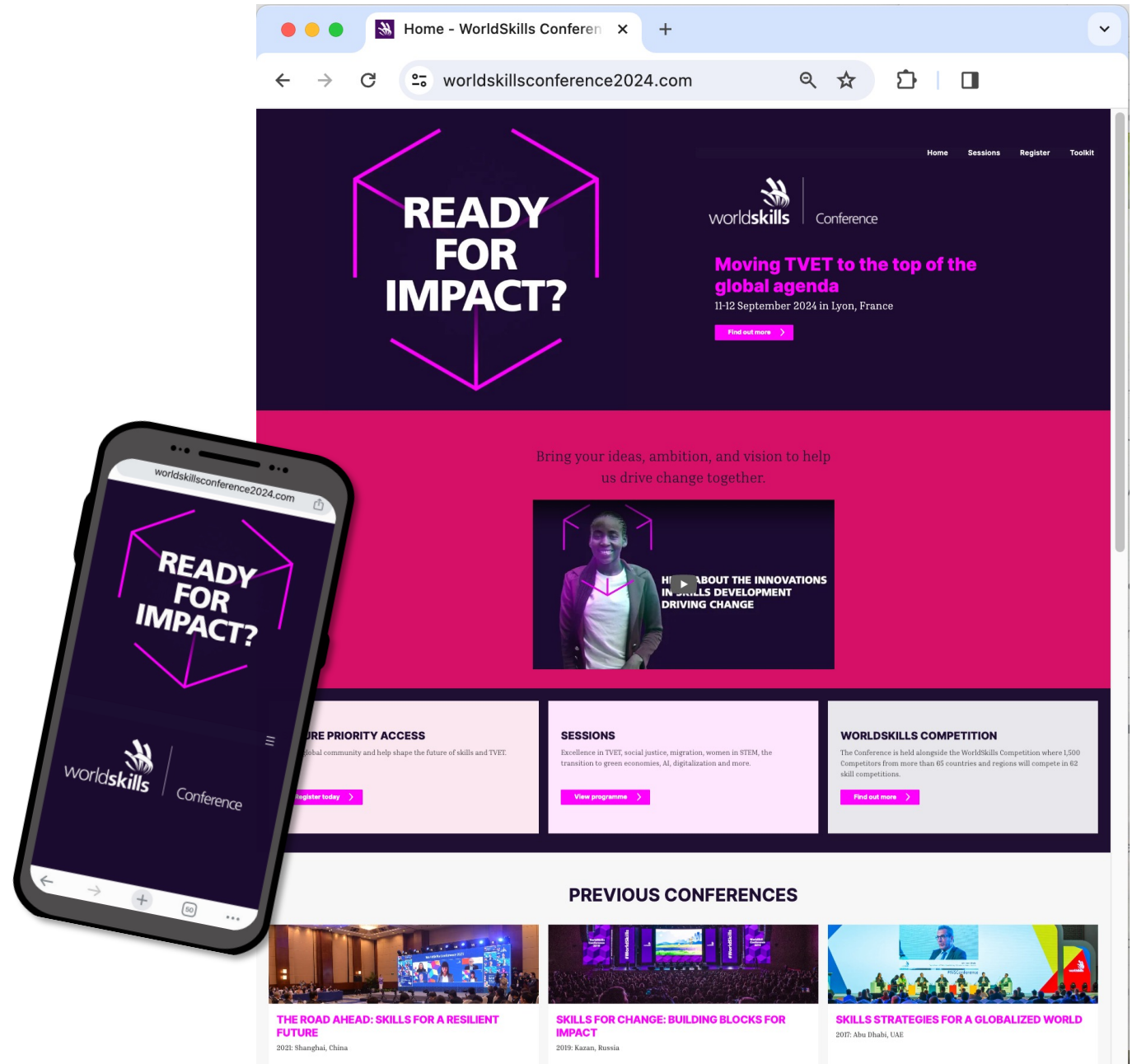
Event hashtag #WSC2024 #WorldSkills

OUR WEBSITE

VISIT

WorldSkillsConference2024.com

- Secure priority access
- View agenda and sessions
- Access our toolkit – including downloadable assets
WorldSkillsConference2024.com/partner-toolkit/



PARTNER ACTIVATION

- Promote your involvement and support of WorldSkills Conference 2024.
- Space is limited. Encourage your key partners to secure priority access by registering today.

And... please remember to share examples of your conference communications with us.

SPREAD THE WORD

Building on the energy of the 47th WorldSkills Competition, the WorldSkills Conference inspires excellence, innovation, and connection under the theme '**Moving TVET to the top of the global agenda**'.

Despite ample evidence of the benefits of high-quality TVET programmes to fuel economies and equip both young people and adults for the major shifts in the labour market, TVET continues to lack traction in the global agenda for sustainable development.

With the United Nations Summit of the Future taking place within days from WorldSkills Lyon 2024, we will influence the Post-2030 agenda to finally recognize TVET as critical for sustainable development.

Join us to bring skills leaders from around the world together for **THE unmissable skills event of the year.**

LAUNCH VIDEO

Bring your social media posts to life by using our new WorldSkills Conference 2024 teaser video and series of animations.



[View online](#)

PHOTOS

A sample of photos from WorldSkills Conferences and WorldSkills Competitions are available to include in your social posts in our [toolkit](#).

Visit [Flickr](#) for our full photo collection.

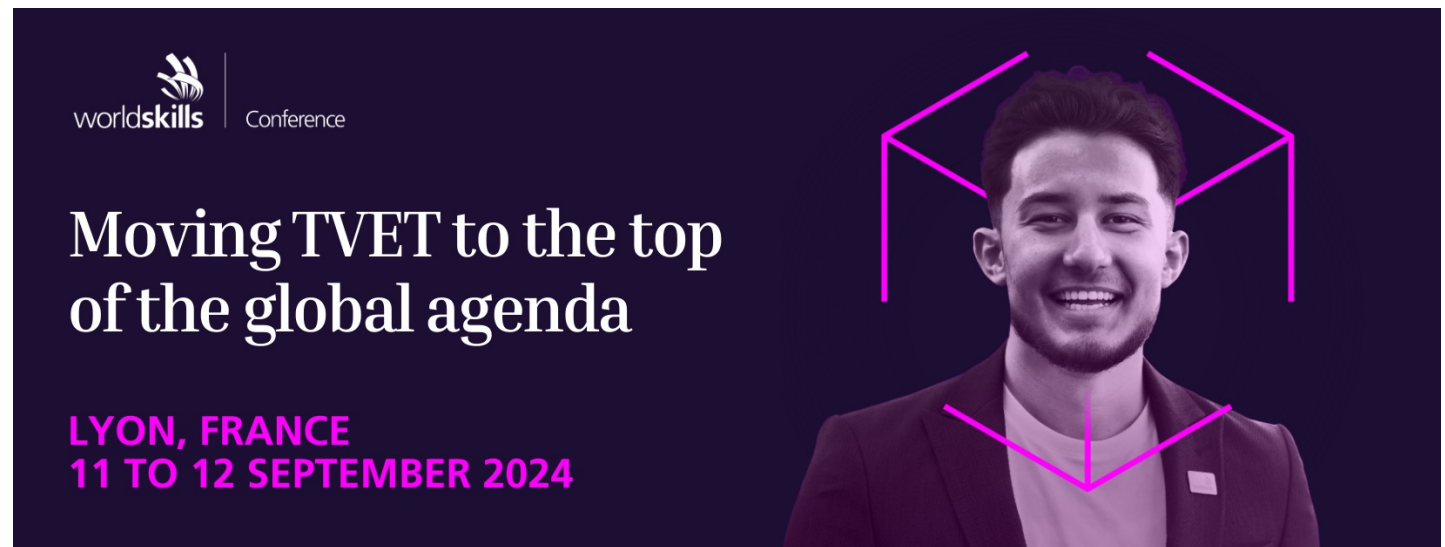
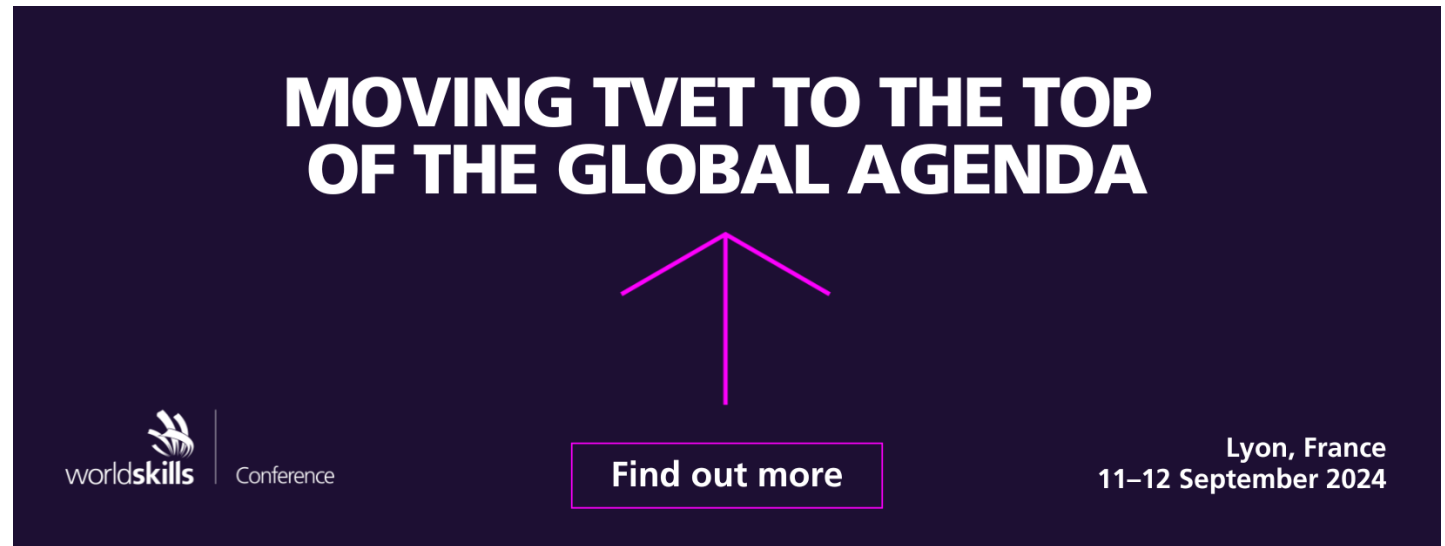


[Download](#)

WEBSITE BANNERS

Website banner graphics for the WorldSkills Conference can be used to integrate a link from your website to the conference website.

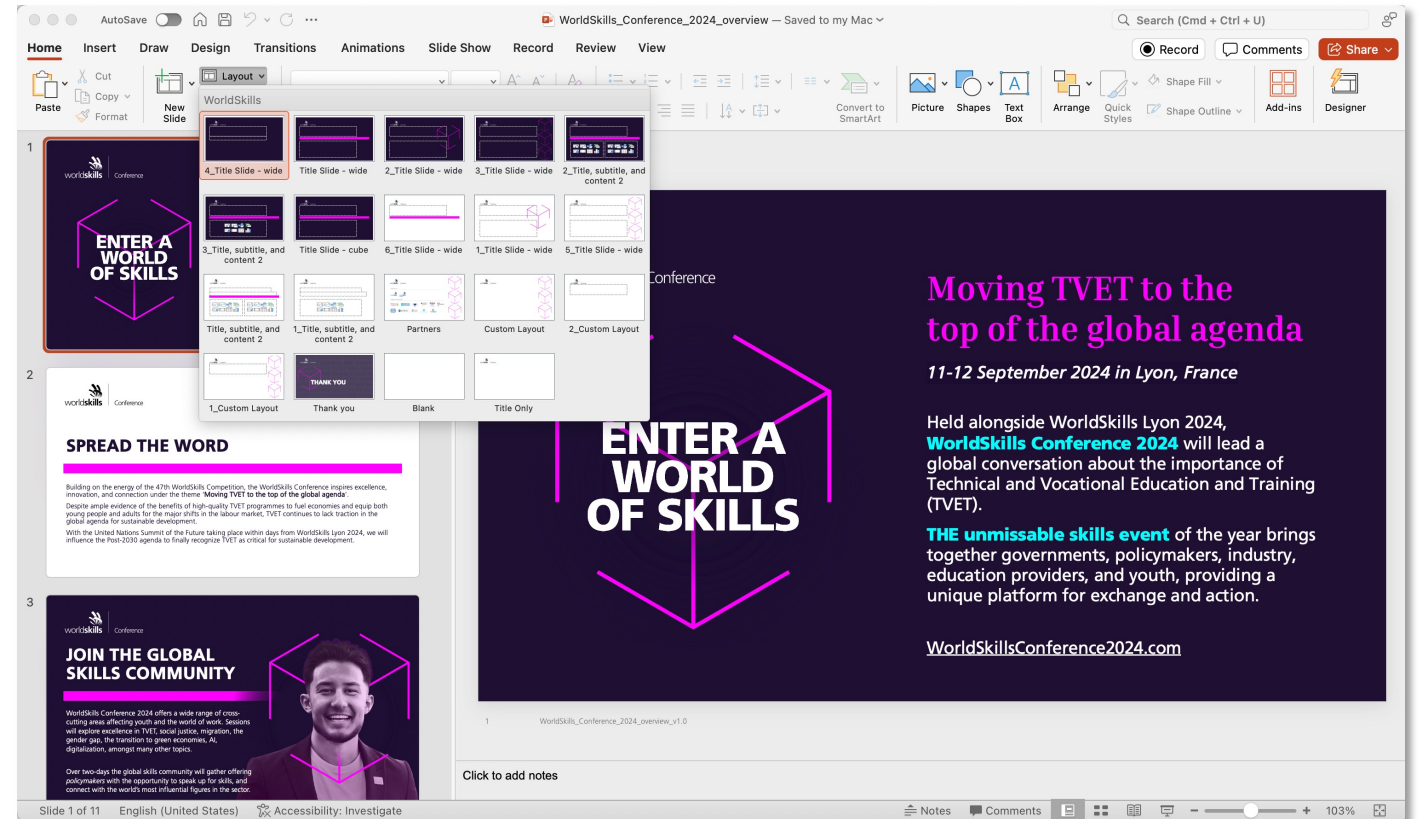
WorldSkillsConference2024.com



[Download](#)

POWERPOINT PRESENTATION

WorldSkills Conference has provided a Microsoft PowerPoint overview presentation for your conference promotion needs. Within this presentation file are pre-designed master pages with headings, body text, elements, and colours in place. This presentation can be used as an editable template.



Download

INVITATION

We have provided a sample invitation letter that can be copied or attached into an email with your edits or printed and mailed.

Date

Name
Title
Organization
Address 1
Address 2
Area and Zip Code
Country

Invitation to WorldSkills Lyon 2024 and WorldSkills Conference 2024

Dear <insert>

It is with great pleasure that we invite you to WorldSkills Lyon 2024, which will be held from 10 to 15 September 2024 in Lyon, France. The world's largest skills event will bring together more than 1,500 skilled youth from over 65 countries and regions to compete in 62 skill competitions.

WorldSkills inspires young people to develop their abilities, expand their network, and push themselves in every aspect of their careers. Selected to represent their country or region through competitions at regional and national levels, WorldSkills Competitors have demonstrated how skills can empower communities, fuel economies, and change worlds.

Held alongside WorldSkills Lyon 2024, is WorldSkills Conference 2024. From 11 to 12 September, WorldSkills will lead a global conversation about the importance of Technical and Vocational Education and Training (TVET).

This two-day conference, held from 11 to 12 September, will bring together governments, policymakers, industry, education providers, and youth, providing a unique platform for exchange and action.

Despite ample evidence of the benefits of high-quality TVET programmes to fuel economies and equip both young people and adults for the major shifts in the labour market, TVET continues to lack traction in the global agenda for sustainable development.

Under the theme of "Moving TVET to the top of the global agenda" the programme will address excellence in TVET, assessment, gender segregation in skills, the transition to green economies, skill development for fragile economies, digitalization, AI, and much more.

While in Lyon, you will be amongst the world's leading change-makers, committed to advancing apprenticeship and skills development. Space is limited for this event and we encourage you to register for priority access which is currently available for WorldSkills Members and partners at <https://worldskillsconference2024.com>.

The WorldSkills Conference team is available to answer any questions you may have and can be reached at conference@worldskills.org

<Insert signature>

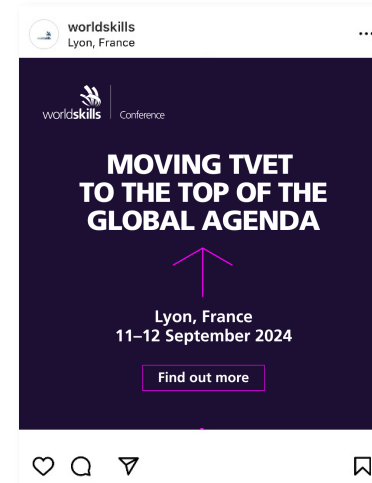
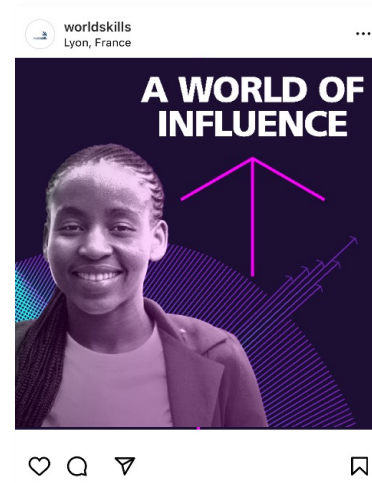
Name

[Download](#)

SOCIAL MEDIA

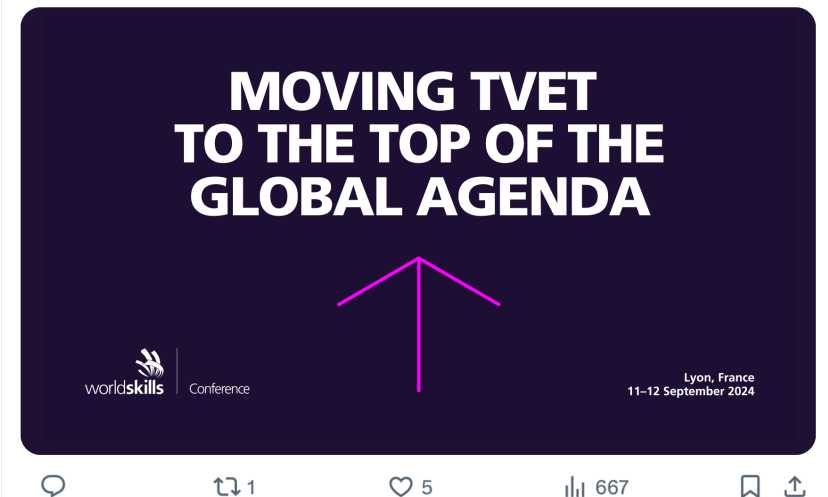
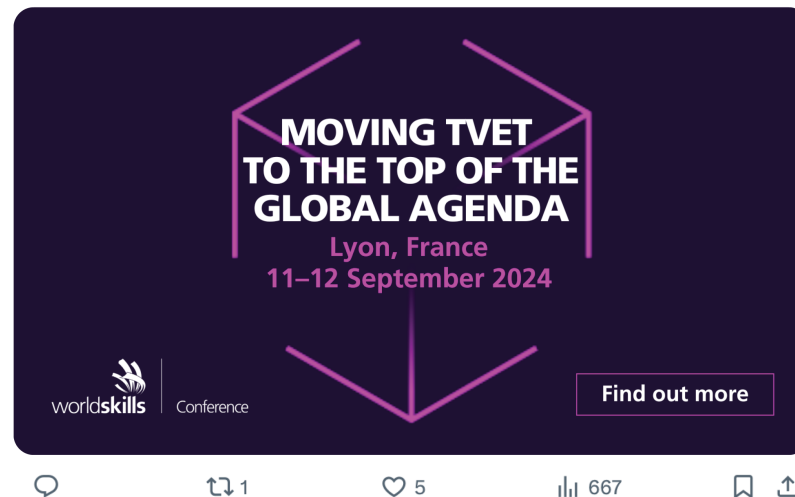
We have prepared key messages and social media graphics to promote your involvement and support of the conference.

We have different options for you to choose from.



#WorldSkills #WSC2024

#WorldSkills #WSC2024



[View online](#)

SOCIAL MEDIA POSTS

Short message

Secure priority access for the unmissable skills event of the year.

WorldSkills Conference 2024 brings together governments, policymakers, industry, education providers and young professionals, providing a unique platform for exchange and action.

#WSC2024

<https://worldskillsconference2024.com/>

Long message

We're inviting our partners to join our global community and help shape the future of skills and VET at the unmissable skills event of the year taking place this September alongside WorldSkills Lyon 2024.

WorldSkills Conference 2024 brings together governments, policymakers, industry, education providers, and young professionals, providing a unique platform for exchange and action.

Sessions include: Excellence in TVET, social justice, migration, women in STEM, the transition to green economies, AI, digitalization and more. Learn more and secure priority access.

#WSC2024

<https://worldskillsconference2024.com/>

Please Copy

SOCIAL MEDIA POSTS - GENERAL

Caption

You're invited to WorldSkills Conference 2024: Moving TVET to the top of the global agenda on 11-12 September 2024 in Lyon, France. Learn more and secure priority access for the unmissable skills event of the year. <https://worldskillsconference.com> #WorldSkills #WSC2024

Save the date!

WorldSkills Conference 2024: Moving TVET to the top of the global agenda
11-12 September 2024 in Lyon, France.

Learn more and register: <https://worldskillsconference.com> #WorldSkills #WSC2024

THE unmissable skills event of the year!

WorldSkills Conference 2024: Moving TVET to the top of the global agenda
11-12 September 2024 in Lyon, France.

Learn more and secure priority access: <https://worldskillsconference.com> #WorldSkills #WSC2024

SOCIAL MEDIA POSTS - MEMBERS

Caption

WorldSkills (YOUR COUNTRY/REGION) is excited to participate in #WorldSkills Conference 2024: Moving TVET to the top of the global agenda on 11-12 September 2024 in Lyon, France.

Learn more and secure priority access for the unmissable skills event of the year. <https://worldskillsconference.com> #WSC2024

Join us to cheer on Team (YOUR COUNTRY/REGION) at #WorldSkills Lyon 2024 and take part in WorldSkills Conference 2024!

Save the date and help us move TVET to the top of the global agenda 11-12 September 2024 in Lyon, France.

Learn more and register: <https://worldskillsconference.com> #WSC2024

Join the global #WorldSkills community at THE unmissable skills event of the year!

At WorldSkills Lyon 2024 and WorldSkills Conference 2024: Moving TVET to the top of the global agenda 11-12 September 2024 in Lyon, France.

Learn more and secure priority access: <https://worldskillsconference.com> #WSC2024

SOCIAL MEDIA POSTS – GLOBAL PARTNERS

Caption

CALLING ALL CHANGEMAKERS. Join our partner #WorldSkills at THE unmissable skills event of the year!

At WorldSkills Lyon 2024 and WorldSkills Conference 2024: Moving TVET to the top of the global agenda 11-12 September 2024 in Lyon, France.
Be part of the global community in a powerful summit for change.

Learn more and secure priority access: <https://worldskillsconference.com> #WorldSkills #WSC2024

We are thrilled to be taking part in WorldSkills Lyon 2024 and WorldSkills Conference 2024

Save the date and help us move TVET to the top of the global agenda, 11-12 September 2024 in Lyon, France.

Learn more and register: <https://worldskillsconference.com> #WorldSkills #WSC2024

We are excited to support #WorldSkills Lyon 2024 & WorldSkills Conference 2024.

Join the global skills community at THE unmissable skills event of the year, as we move TVET to the top of the global agenda.
11-12 September, Lyon, France.

Learn more at: <https://worldskillsconference.com> #WSC2024

SOCIAL MEDIA POSTS – CONFERENCE COALITION

Caption

Skills take centre stage at #WorldSkills Lyon 2024 and WorldSkills Conference 2024: Moving TVET to the top of the global agenda. 11-12 September 2024 in Lyon, France.

Learn more and secure priority access: <https://worldskillsconference.com> #WSC2024

Prioritizing skills is essential to making the SDG goals a reality.

Join us at #WorldSkills Conference 2024: Moving TVET to the top of the global agenda. 11-12 September 2024 in Lyon, France.

Learn more and register: <https://worldskillsconference.com> #WSC2024

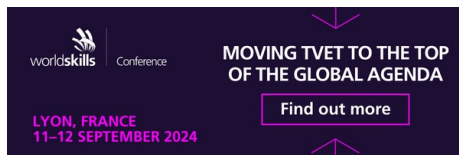
Join the world's leaders in skills development at #WorldSkills Lyon 2024 & WorldSkills Conference 2024 for THE unmissable skills event of the year.

Move TVET to the top of the global agenda with governments, policymakers, industry, education providers, and young professionals. 11-12 September, Lyon, France.

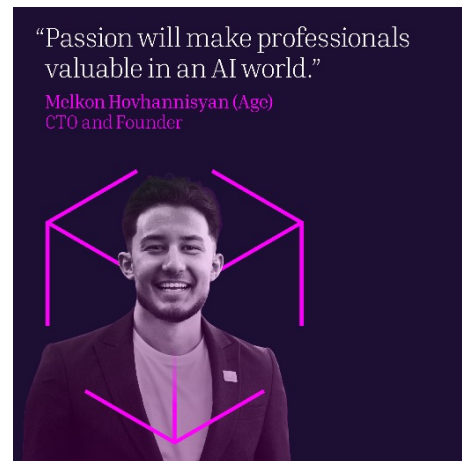
Learn more at: <https://worldskillsconference.com> #WSC2024

OTHER APPLICATIONS

EMAIL FOOTERS



SPEAKER PROMOTIONS



ANIMATED DIGITAL ADS



[Download](#)

KEY MESSAGES



KEY MESSAGES

GOVERNMENT OFFICIALS

<div>HEADLINE OPTIONS</div> <div>CALLS TO ACTION</div>	RIGHT PEOPLE. RIGHT SPACE.	ADVANCE YOUR SKILLS AGENDA.	WHERE SKILLS LEADERS LEARN.
	OPEN A SPHERE OF INFLUENCE	SPEAK UP FOR SKILLS.	THE SKILLS EVENT OF THE YEAR.
	Bring your vision. Bring your voice. Harness the power of a global community to shape the future of skills and TVET in your country.	Shape the future of skills and TVET for your country. Join your global community for a powerful summit for change.	

KEY MESSAGES

EDUCATORS AND TRAINERS

<div>HEADLINE OPTIONS</div> <div>CALLS TO ACTION</div>	WHERE THE TRAINERS TRAIN.	GROW YOUR NETWORKS.	CREATE THE BUILDING BLOCKS OF CHANGE.
	THE GLOBAL STAGE FOR SKILLS.	SHAPE THE FUTURE.	CALLING ALL CHANGEMAKERS.
	Bring your vision. Bring your voice. Join your global community and help shape the future of skills and TVET.	Lead the way with skills. Join your global community in a powerful summit for change.	

KEY MESSAGES

INDUSTRY BODIES AND ASSOCIATIONS

<div>HEADLINE OPTIONS</div> <div>CALLS TO ACTION</div>	WHERE SKILLS TAKE CENTRE STAGE.	SPEAK OUT FOR SKILLS	CREATE THE BUILDING BLOCKS OF CHANGE.
	GROW YOUR NETWORKS. NURTURE A NEW GENERATION.	SKILLFULL LEADERS LEADING WITH SKILLS.	CALLING ALL CHANGEMAKERS.
	Bring your vision. Bring your voice. Meet your global community and help shape the future of skills and TVET.	Shape the future of skills and TVET. Join your global community in a powerful summit for change.	

KEY MESSAGES

BUSINESS AND EMPLOYERS

<div>HEADLINE OPTIONS</div> <div>CALLS TO ACTION</div>	WHERE SKILLS TAKE CENTRE STAGE.	SHINE ON THE GLOBAL STAGE.	ADVANCE YOUR SKILLS AGENDA.
	GROW YOUR NETWORKS. NURTURE A NEW GENERATION.	MEET SKILLFUL LEADERS LEADING WITH SKILLS.	CALLING ALL CHANGEMAKERS.
	Bring your vision. Bring your voice. Collaborate with a global community and help shape the future of skills and TVET.	Shape the future of skills and TVET. Be part of the global community in a powerful summit for change.	

KEY MESSAGES YOUNG PROFESSIONALS

HEADLINE OPTIONS	CALLING ALL YOUTH VOICES.	THE UNMISSABLE SKILLS EVENT OF THE YEAR.	FOR THE FUTURE YOU WANT.
	SKILLS CHAMPIONS, CHAMPIONING SKILLS	SPEAK UP FOR SKILLS	CALLING ALL CHANGEMAKERS.
	CALLS TO ACTION	Where the skills experts of tomorrow meet the skills experts of today. Join a global community and help shape the future of skills and TVET.	Connect to your future Join a global community and help shape the future of skills and TVET.

BRAND ELEMENTS



OUR BRAND ELEMENTS

OUR LOGO



OUR TYPEFACES

FRUTIGER ROMAN

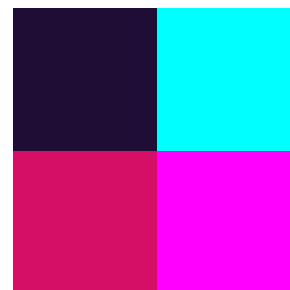
Frutiger Light Bold

Frutiger Light

Inria Bold

Inria Light

OUR COLOURS

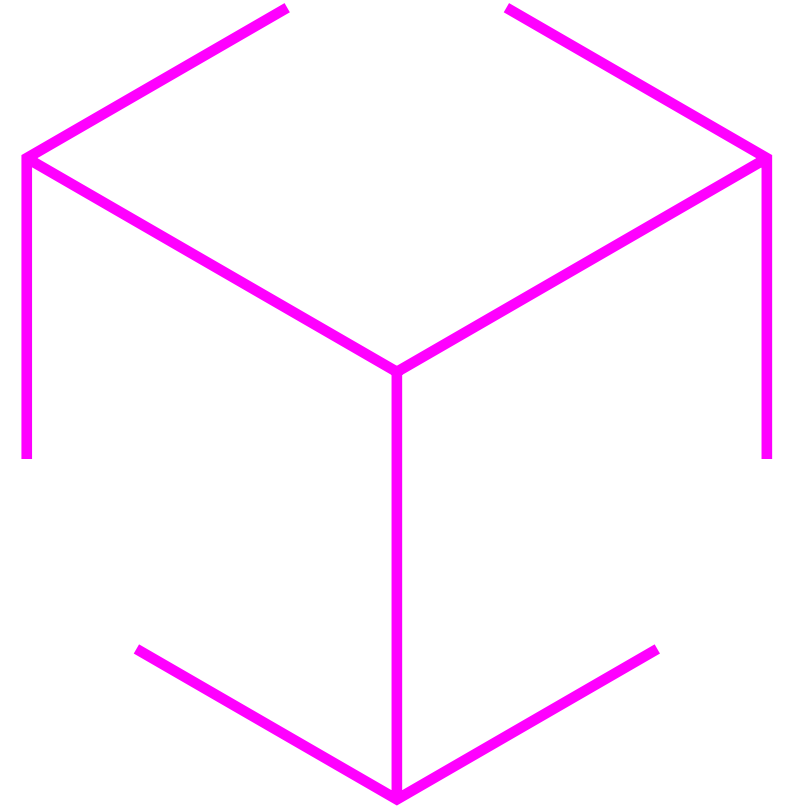


OUR TITLE

**Moving TVET to
the top of the
global agenda**

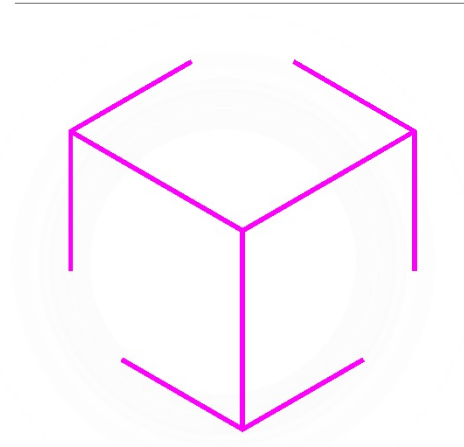
OUR ELEMENTS

Borne from the WorldSkills building blocks, our cube is a simple abstract graphic representation of the WorldSkills Conference; at the centre point, a place where we converge bringing together global thought leaders, policymakers, and innovators driving skills development. The arrows facing outwards represent the projection of the learnings and knowledge from the Conference moving TVET to the top of the global agenda.

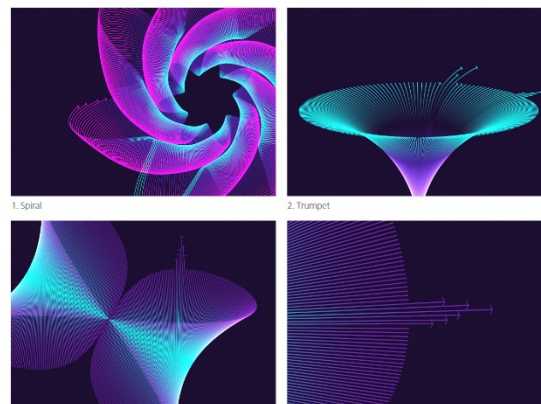


OUR ELEMENTS

OUR CUBE



OUR GRAPHICS



OUR PHOTOS



[Download](#)

OUR PALETTE



CORE COLOURS



DEEP PURPLE

Digital
R29 G15 B51
#1D0F33

Print
C98 M100 Y42 K60



ELECTRIC MAGENTA

Digital
R255 G0 B255
#FF00FF

Print
C6 M70 Y0 K0

SUPPORTING COLOURS



CRIMSON

Digital
R214 G15 B102
#D60F66

Print
C9 M98 Y29 K0



BRIGHT BLUE

Digital
R0 G255 B255
#00FFFF

Print
C57 M0 Y15 K0

The WorldSkills Conference 2024 colour palette has been created to accompany the core WorldSkills International and WorldSkills Lyon 2024 colours.

- Always reproduce the colours using the specifications shown here
- Do not add your own colours to the palette
- Use the supporting colours sparingly
- When applying type over the colours always ensure there is enough contrast between the text colour and the background colour to ensure legibility.

CANVA TEMPLATES

WorldSkills Members and Global Partners have access to the Conference campaign templates on Canva. To gain access to a WorldSkills pro-Canva account email **Cynthia Umurungi** at cynthia.umurungi@worldskills.org.

Registrants will also have access to an editable template to showcase their attendance on their social channels.

CONTACT

If you have any questions about the WorldSkills Conference 2024 partner toolkit, please contact:
jasmine.plowright@worldskills.org



CONFERENCE HOSTS



CONFERENCE COALITION PARTNERS





THANK YOU

GLOBAL PREMIUM PARTNERS OF WORLDSKILLS INTERNATIONAL

SAMSUNG

StanleyBlack&Decker

GLOBAL INDUSTRY PARTNERS OF WORLDSKILLS INTERNATIONAL

3M

aws



AUTODESK

CAR-O-LINER®



DMG MORI

FANUC

FESTO

FLUKE



INTAMSYS

JIEAN HI-TECH

JohnBean



Mastercam

Mitutoyo



SIEMENS

Studica

