



worldskills Ireland 2024

25th-27th September 2024 | RDS, Simmonscourt

Supported By:  Rialtas na hÉireann
Government of Ireland

Industry Partners:   Bus Átha Cliath
Dublin Bus   CONSTRUCTION
INDUSTRY
FEDERATION  AUTODESK  ESB
NETWORKS

POST SHOW REPORT



SHOW GROWTH



Ireland **skills**
live 21-23 MARCH 2019
RDS, SIMMONSCOURT

21-23 March

2019

23 LIVE COMPETITIONS

12,500



world**skills**
Ireland**2022**

13-15 September

2022

28 LIVE COMPETITIONS

16,000



world**skills**
Ireland**2023**

20-22 September

2023

29 LIVE COMPETITIONS

24,000



world**skills**
Ireland**2024**

25-27 September

2024

32 LIVE COMPETITIONS

29,700

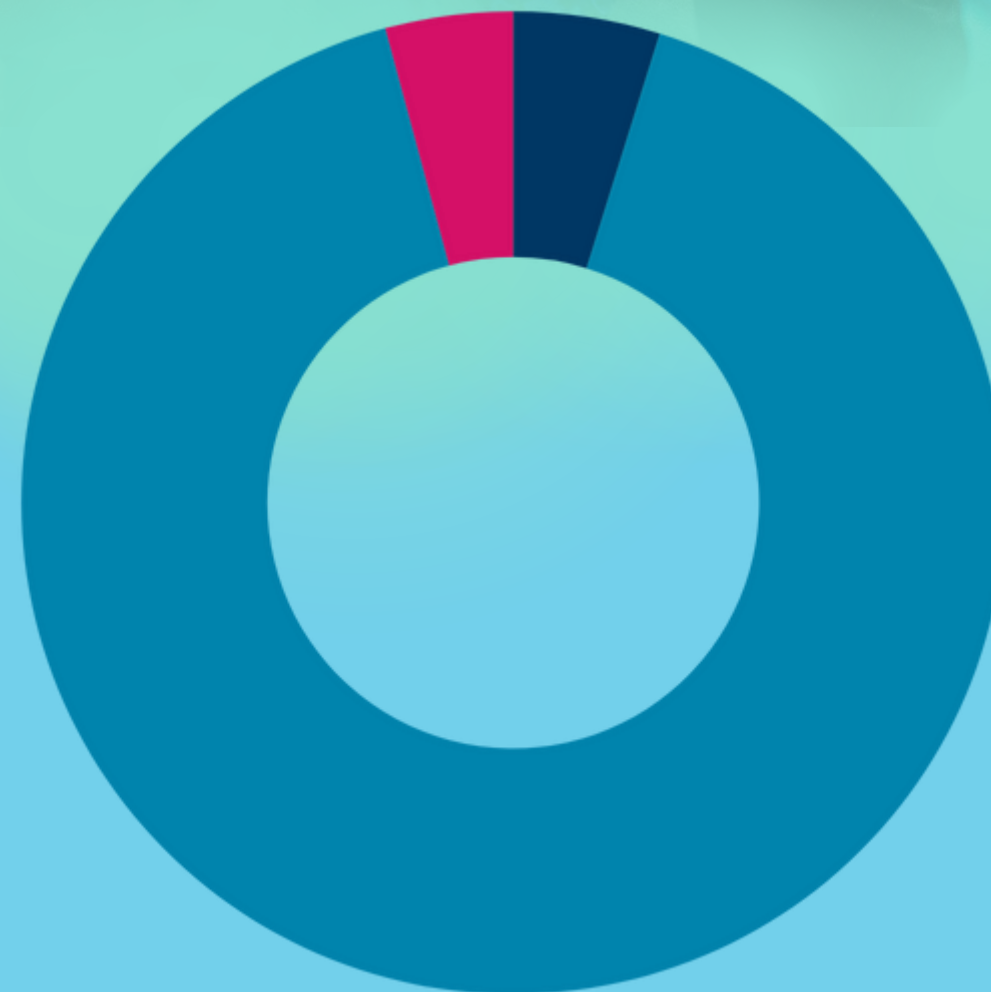


37,719

TOTAL REGISTRATION

29,700

TOTAL ATTENDEES



STUDENTS 91%



TEACHERS 4.8%



INDIVIDUALS 4.2%

STUDENT STATS



Gender Profile Comparison



Steady growth
in female
attendees
since 2019
accelerated
due to WSI
messaging and
promotions.



64%

Male



36%

Female



57%

Male



43%

Female



51%

Male



49%

Female



51%

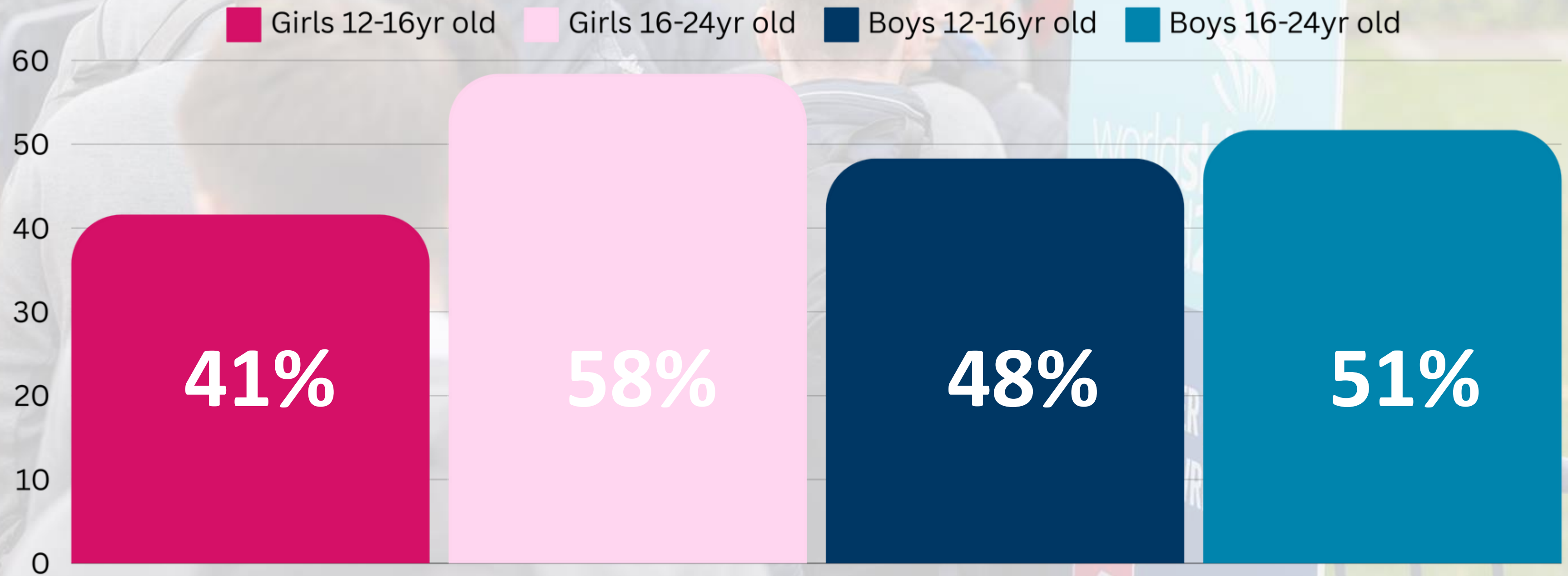
Male



49%

Female

Age profile by gender:





298

SCHOOLS
ATTENDED

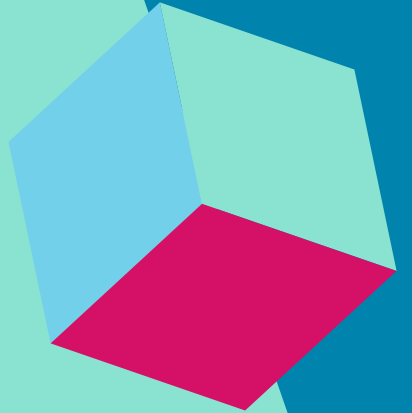


22

POST
SECONDARY
INSTITUTES

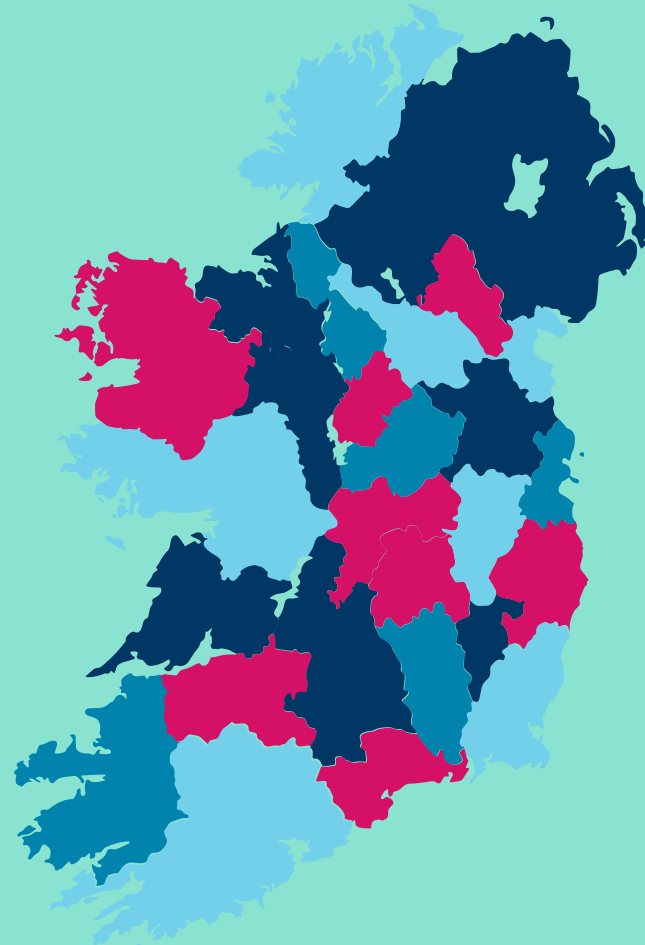
COUNTY	QTY	%
DUBLIN	127	43%
KILDARE	24	8%
WICKLOW	18	6%
MEATH	17	6%
WEXFORD	15	5%
TIPPERARY	12	4%
LOUTH	9	3%
ROSCOMMON	8	3%
OFFALY	7	2%
WESTMEATH	7	2%
MAYO	6	2%
CARLOW	5	2%
CAVAN	5	2%
KILKENNY	5	2%

COUNTY	QTY	%
MONAGHAN	5	2%
WATERFORD	5	2%
GALWAY	4	1%
LAOIS	4	1%
LIMERICK	4	1%
LEITRIM	3	1%
CORK	2	1%
LONGFORD	2	1%
SLIGO	2	1%
CLARE	1	.33%
DONEGAL	1	.33%

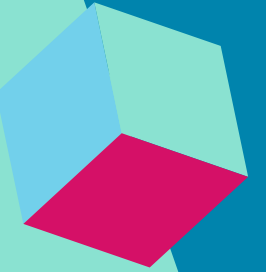




Total number of students per county



COUNTY	QTY	PERCENTAGE
DUBLIN	11833	42.48%
KILDARE	3101	7.74%
MEATH	1872	6.90%
WICKLOW	1662	6.12%
WEXFORD	1541	5.68%
LOUTH	1278	4.71%
TIPPERARY	827	3.05%
CARLOW	752	2.40%
ROSCOMMON	622	2.29%
WESTMEATH	595	2.19%
OFFALY	518	1.91%
WATERFORD	470	1.73%
LIMERICK	463	1.71%
MAYO	453	1.67%
MONAGHAN	444	1.64%
CAVAN	401	1.48%
GALWAY	325	1.20%
LAOIS	316	1.16%
LEITRIM	304	1.12%
LONGFORD	226	0.83%
KILKENNY	199	0.73%
SLIGO	147	0.54%
CORK	91	0.34%
CLARE	84	0.31%
DONEGAL	54	0.09%
TYRONE	1	0.01%



ETB & INDUSTRY SUPPORT

2019

✓ 3 ETB's

✓ 43 Exhibitors

✓ 30 Sponsors

2022

✓ 10 ETB's

✓ 54 Exhibitors

✓ 38 Sponsors

2023

✓ 16 ETB's

✓ 69 Exhibitors

✓ 33 Sponsors

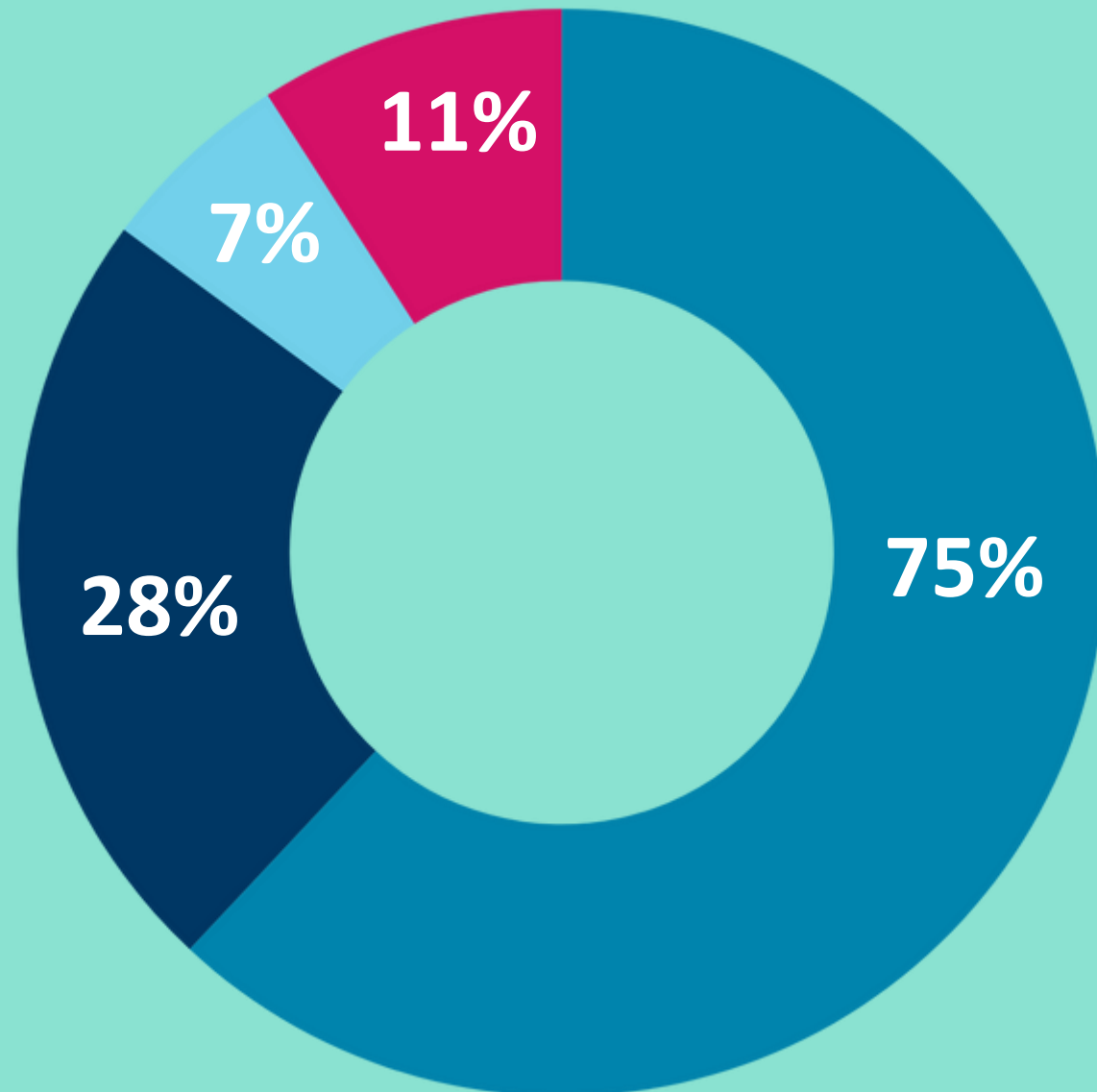
2024

✓ 16 ETB's

✓ 69 Exhibitors

✓ 33 Sponsors

STUDENT FEEDBACK

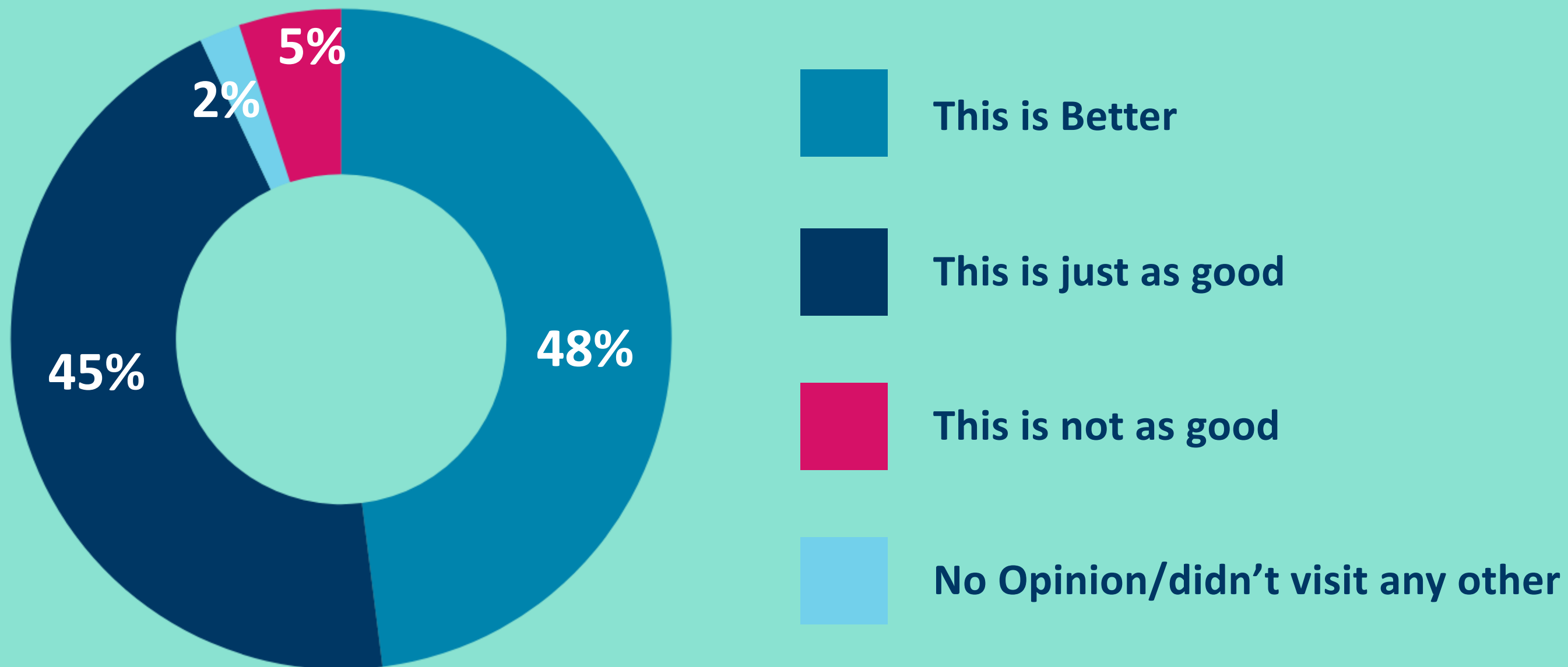


VISITED WSI TO LEARN ABOUT:



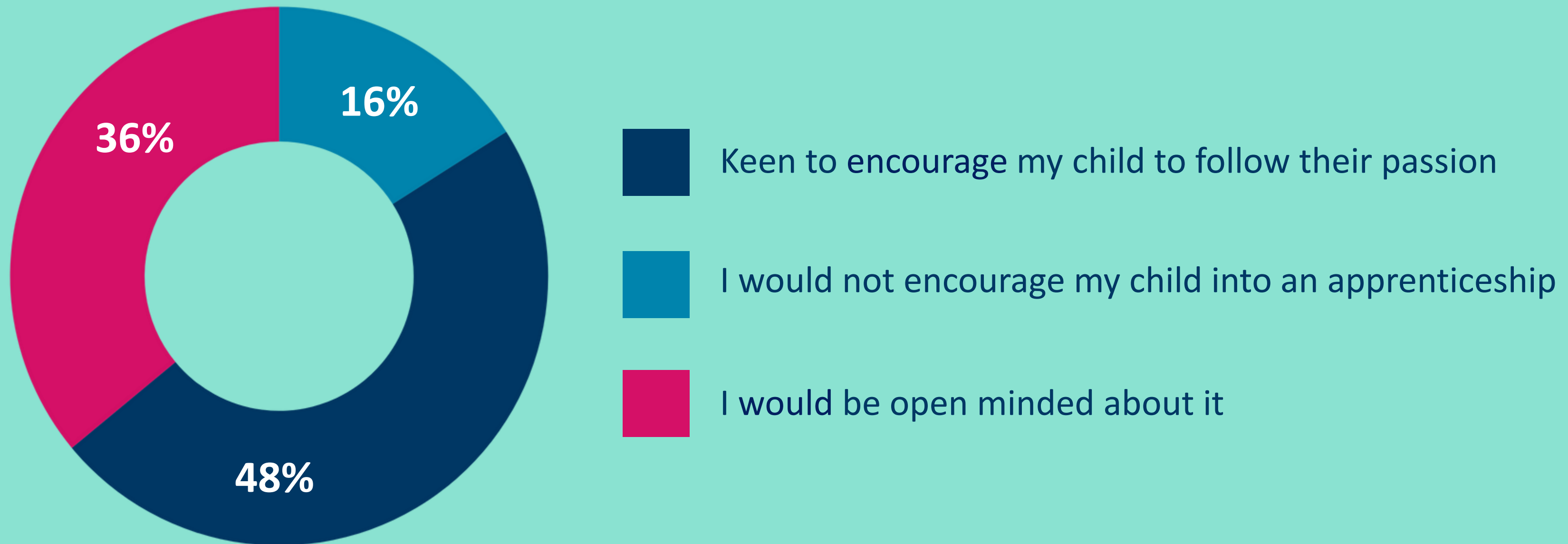
STUDENT FEEDBACK

HOW WOULD YOU RATE THIS EVENT AGAINST
OTHER EDUCATION EVENTS



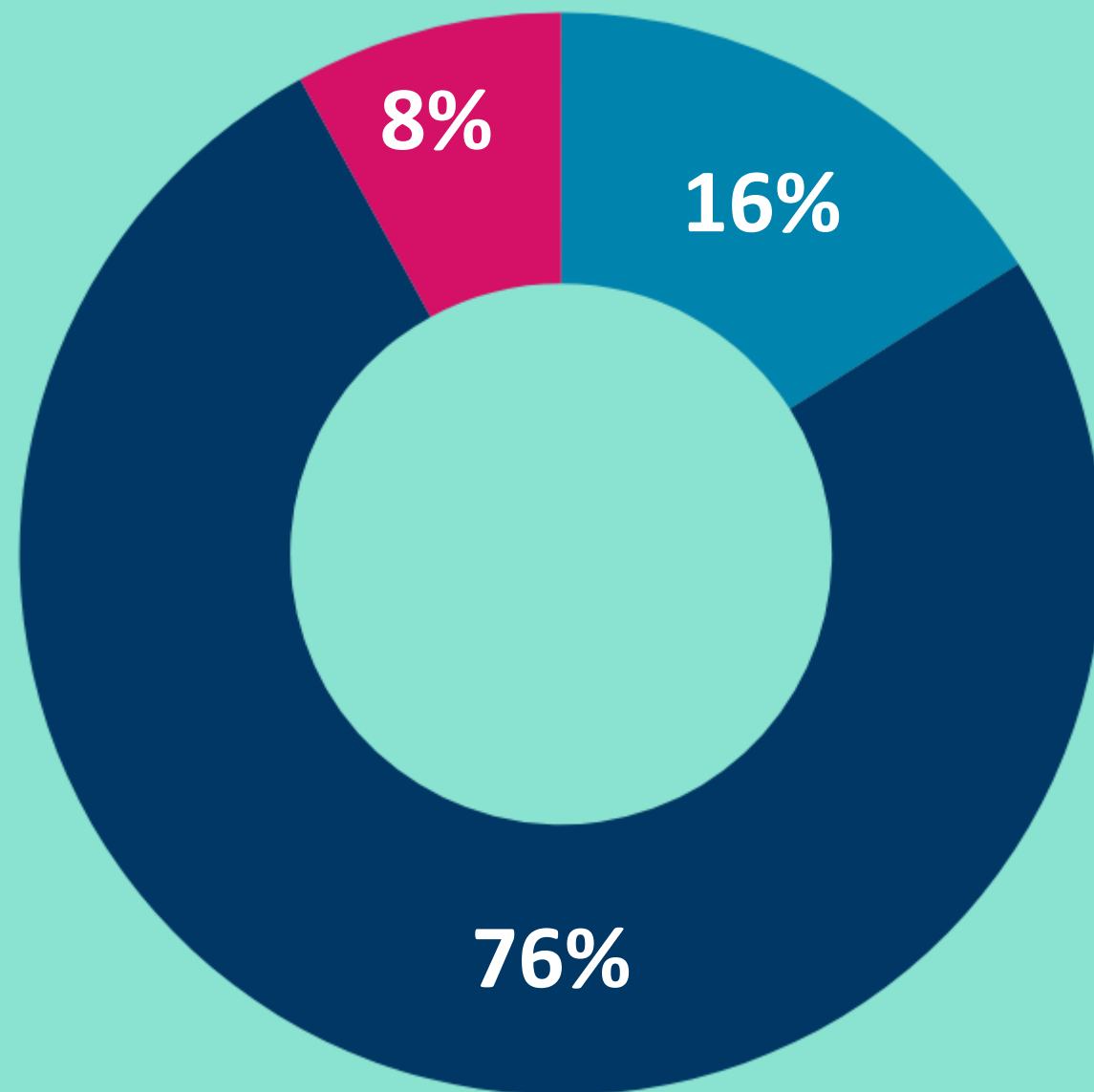
PARENT FEEDBACK

AS A PARENT, WHAT WAS YOUR PERCEPTION OF
APPRENTICESHIPS BEFORE WSI 2024 EVENT?



PARENT FEEDBACK

HAS COMING TO THIS EVENT CHANGED YOUR PERCEPTION
OF APPRENTICESHIPS?



Reinforced my positive perception



Yes, changed it to a positive or more positive perception



Undecided

TEACHER/GC FEEDBACK

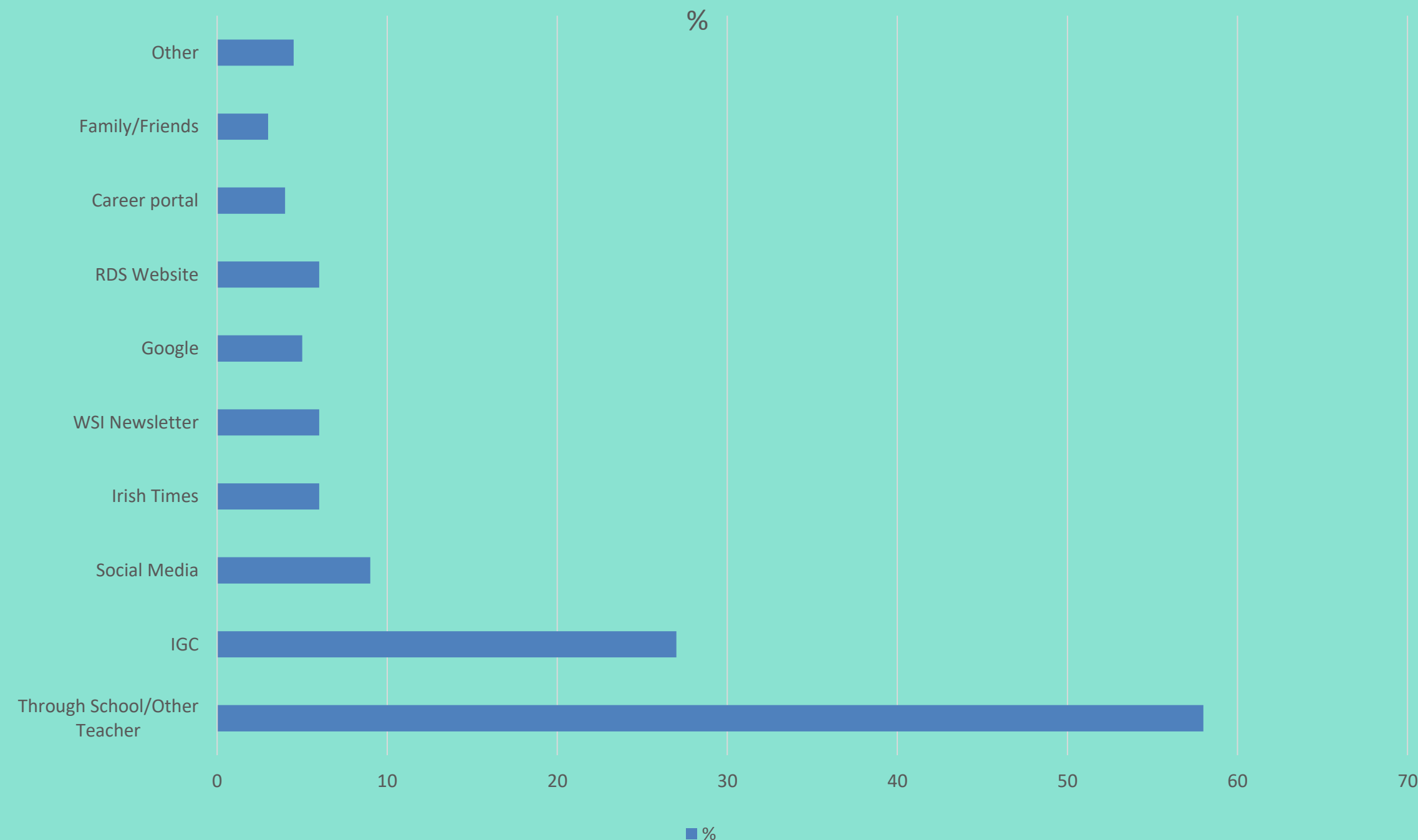
98%

ANSWERED FAIRLY LIKELY AND
'HIGHLY LIKELY' WHEN ASKED IF THEY
WOULD ATTEND WSI IN 2025

96%

OF TEACHERS AND GUIDANCE
COUNSELLORS RATED WSI 2024
GOOD OR EXCELLENT.

HOW WERE THEY MADE AWARE OF WSI 2024?



TEACHER/GC TESTIMONIALS



A great opportunity for students to learn about various career paths. I'd encourage attendance for all secondary students.



Excellent opportunity to raise awareness of all the apprenticeships available in Ireland, allowing students to decide on a careers.



Excellent opportunity to raise awareness of all the apprenticeships available in Ireland, allowing students to decide on a career.



Absolutely fantastic event, much needed as an alternative to college for many students.

SPONSOR TESTIMONIALS



A fantastic event building on the success of earlier years. Keep it up!
John Sisk & Son



Great energy around the WorldSkills Ireland Exhibition. With Plenty of interest from 'potentially' our next generation of engineers
Mitsubishi Electric



Super event, well ran.
Volkswagen Group Ireland



At WorldSkills Ireland, we gain valuable contacts in schools across the country.
ESB Networks



Fantastic Event. We engaged with over 2,000 students over the course of the event!
MTU



SOCIAL MEDIA

SOCIAL MEDIA ADVERTISING RESULTS:

IMPRESSIONS
482,206

REACH
188,091

RESULTS
91,672



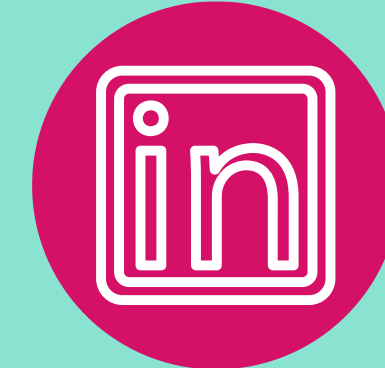
3.5K
FOLLOWERS



2,703
FOLLOWERS



2,903
FOLLOWERS



2,742
FOLLOWERS

PR COVERAGE

Since launching in mid June, WorldSkills Ireland received over 226 pieces of coverage across print and online



PRESS REACH

4.2
MILLION



ONLINE REACH

4.4
MILLION



RADIO REACH

240,000

Independent.ie 

IRISH
**FARMERS
JOURNAL**


northern sound
The Spirit of Cavan & Monaghan

TechCentral.ie

kildarelive



Western *People*

DERRY PEOPLE
DONEGAL NEWS

 **Irish Examiner**



**Longford
Leader**

Offaly EXPRESS



Limerick
Post
Keeping Limerick Posted

Cork
INDEPENDENT

OFFALY INDEPENDENT

Roscommon Herald

THE IRISH TIMES

The **Connaught**
telegraph 

Waterford News & Star

AutoTrade.ie mayolive sync 

Independent
Westmeath



irelandlive



the nenagh
Guardian

laoislive

Seven Wexford apprentices to compete in World Skills 2024 – ‘I knew higher education wasn’t the right path for me’



Longford students set to compete at WorldSkills Ireland

WorldSkills Ireland 2024 will be a celebration of apprenticeships, skills and careers



Nine students and apprentices from Kildare set to compete at WorldSkills Ireland 2024

The event will take place from September 25 to 27 at the RDS in Dublin



WorldSkills Ireland: talented students and apprentices

WorldSkills Ireland 2024 is aimed at showcasing the broad variety of career opportunities in the skills sector through practical demonstrations and competitions, writes Sarah McIntosh.



Sean McLoughlin competing at the WorldSkills Ireland in 2024 in the RDS. / Jeff Harvey @HR photo

More than 30,000 students from across Ireland headed to the RDS last week to attend the WorldSkills Ireland 2024 showcase. This unique partnership between the Government, education and industry is aimed at outlining the broad variety of career opportunities and educational

Three from Louth to compete at WorldSkills Ireland 2024

Ireland's leading event dedicated to promoting skills, apprenticeship careers, and workplace opportunities for young people



Competitors Leah Glass and Killian Murphy

Wexford woman becomes Ireland's Welding Champion for 2024 – ‘We are beyond proud of Leah’



Competitors James Igoe, Ronan McLoughlin, Gavin Hopkins, Harry Craddock and John Grady pictured with WSI examiner Daniel McNamara.

Eight Mayo students and apprentices to compete at WorldSkills Ireland 2024

NEWS

Three Cavan students to compete at WorldSkills Ireland 2024

SEP 12, 2024 14:35

BY NEWS NORTHERN SOUND



Cavan

Eight Limerick students to represent at national WorldSkills competition

By Kaitie O'Donovan September 26, 2023

< | Share | f | x | p | w



Six Clare students and apprentices set to compete at WorldSkills Ireland 2024

The six Clare competitors will compete in hairdressing, carpentry, cabinet-making and metal fabrication



Competitors Grainne Henry and Emma Mc Donnell second year apprentices in Hairdressing | PICTURE: Bridget Haren



EDUCATION • NEWS

DONEGAL STUDENTS AND APPRENTICES TO SHOWCASE TALENTS AT WORLDSKILLS IRELAND

written by Rachel McLaughlin | September 6, 2024

Four students and apprentices from Laois set to compete at WorldSkills Ireland 2024

By LaoisToday Reporter - 9th September 2024

f x p w



Laois

WorldSkills Ireland is returning to the RDS, Simonscourt from the September 25 to 27.

Laois man to represent Ireland at EuroSkills 2025

Ruán Murgatroyd won the Cloud Computing category at the WorldSkills Ireland 2024 competition







- INDEPENDENT.IE
- ROSCOMMON PEOPLE
- CONSTRUCTION MAGAZINE
- HOTEL & RESTAURANT TIMES
- HOTEL & CATERING REVIEW
- OFFALY INDEPENDENT
- LIMERICK LEADER CITY
- IRISH CONSTRUCTION
- LIMERICK POST
- IRISH HOTELS FEDERATION
- CONNACHT TRIBUNE
- GALWAY CITY TRIBUNE
- DUBLIN GAZETTE
- IRELAND LIVE
- KILDARE NATIONALIST

- DONEGAL DAILY
- ROSCOMMON HERALD
- ECHO WEST
- TALLAGHT ECHO
- TUI



- SPIN103.8
- NEWSTALK
- PLAN ONLINE
- IRISH BUILDING
- LIMERICK LIVE
- SLIGO WEEKENDER
- KERRY EYE
- THE CLARE CHAMPION
- LOUTH LIVE
- THE NORTHERN STANDARD
- DUNDALK DEMOCRAT
- MIDLAND TRIBUNE

- ECHO LIVE
- CARLOW LIVE
- TULLAMORE TRIBUNE
- WICKLOW PEOPLE
- WICKLOW NEWS
- TIPPERARY LIVE
- NENAGH LIVE
- WESTMEATH EXAMINER



- IRISH INDEPENDENT
- IRISH TIMES
- DAILY STAR
- SUNDAY WORLD



- TG4



"Once again WorldSkills Ireland will celebrate the best of Irish skills opportunities, with competitions from up to 30 disciplines showcasing the best of their skills and professions.

It is a brilliant opportunity for young people from all over the country to explore the variety of skills-based career paths available to them, from traditional fields, like construction and mechanics, to newer areas, such as financial services, green skills and retrofitting.

I hear consistent messages from employers in areas of skills demand, so it's great to see events like WorldSkills returning, benefitting both students and employers from across Ireland."



Patrick O'Donovan
Minister for Further and Higher Education,
Research, Innovation and Science of Ireland





worldskills Ireland 2025

SEPTEMBER 17 -19 2025