

Get Your Hands On South Yorkshire's Vocational Education Media Plan

Media targeting young people (14–19) and their parents/carers throughout South Yorkshire (2007)	W/c 29 Oct	W/c 5 Nov	W/c 12 Nov	W/c 19 Nov	W/c 26 Nov	W/c 3 Dec	W/c 10 Dec	W/c 17 Dec	W/c 24 Dec
Routes 16 careers event: Launch and local media photo-call at Sheffield's Don Valley Stadium (6 Nov)		X							
Case study-driven PR in local media featuring real students, their parents, teachers/advisers, tutors and employers explaining the benefits of vocational education		X	X	X	X	X	X	X	X
Bus shelter advertisements		X	X	X	X	X	X	X	X
Bus interior advertisements							X	X	X
Tram stop advertisements (Sheffield only)							X	X	X
Cinema screen advertisements			X	X	X	X	X	X	X
Telephone kiosk advertisements			X	X	X	X			
6-sheet poster advertisements outside supermarkets and shopping centres		X	X	X	X				
48-sheet billboard advertisements		X	X	X	X				
12-sheet billboard advertisement outside Routes 16 careers event		X							
Local press advertising targeting parents/carers		X	X	X	X	X	X	X	X
Direct mail: information packs – containing sample CD-Rom, Your Essential Guide to Vocational Education and free support materials – sent to secondary school head teachers, careers co-ordinators, college representatives, Connexions Personal Advisers and key stakeholders supporting 14–19-year-olds through this options period and to support lessons, careers events, options evenings and parents evenings	X	X							
Direct mail: sending booklet – Your Essential Guide to Vocational Education – to Year 9 students and their parents/carers across South Yorkshire			X						
Launch website for students, parents/carers, teachers, advisers and employers www.voced.co.uk	X	X	X	X	X	X	X	X	X



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