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Skills Update: News Flash

Five Step Guide to the Summer of Skills now available

Summer 2009 will be the second 'Summer of Skills', a nationwide campaign to promote the value of skills and breakdown the barriers to learning. Running from the launch of Professional and Career Development Loans on 1 July, right through to new enrolments in the Autumn, Summer of Skills is the umbrella under which all activity will fall – backed up by a PR and marketing campaign.

We've put together a Five Step Guide to the Summer of Skills to highlight how you can get involved. Whether you're running your own advertising, taster courses, road shows, open days or exam result events, the Five Step Guide will help you link your campaign to nationwide Summer of Skills activity.

For more information about Summer of Skills and to download your free Five Step Guide visit the Campaign Resources Site (CRS) www.lsc.gov.uk/campaignresources. And please let us know what you're doing by emailing skillscampaign@lsc.gov.uk.

Skills Campaign scoops marketing award

The Learning and Skills Council (LSC) this week scooped a major honour at the Marketing Society Golden Jubilee Awards for the Skills Campaign. Judges complimented the campaign's ambition, complexity and most importantly, its results. Thank you to all partners for your contributions which have made the Skills Campaign a success.

Skills Update: News Flash is an ad hoc alert created to bring you news of major developments within the Skills Campaign. To unsubscribe from the Skills Update: News Flash or Skills Update's monthly newsletter, please email your preferences to skillscampaign@lsc.gov.uk.

Skills Update is a newsletter distributed on behalf of the Learning and Skills Council by Band & Brown Communications.

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