



*Delivering the promise  
Owning the future*



## TikTok Isn't Just for Dancing: How to Build a Brand That Attracts Learners

**MONDAY 23 JUNE 12:45-13:45**

### **GEN Z Zone**

#### **ABOUT THIS SESSION**

TikTok isn't just for entertainment; it's a powerful tool for apprenticeship recruitment. In this hands-on session, Holly Hobbs (@howtogetanapprenticeship) shares how to create engaging, authentic content that attracts Gen Z learners and fills vacancies faster.

#### **WHY YOU SHOULD ATTEND THIS SESSION**

Learn exactly how to build a TikTok strategy that works—without needing to be a social media expert. Get a clear, repeatable framework, content ideas, and real examples to boost your brand and drive applications.

#### **WHO SHOULD ATTEND THIS SESSION**

Marketing and communications teams, learner recruitment managers, employer engagement leads, and business development staff responsible for promoting apprenticeship opportunities. Particularly relevant for providers aiming to reach Gen Z through digital and social-first strategies.

#### **SPEAKER OVERVIEW**

**Holly Hobbs** is an early careers employer branding strategist and founder of "How to Get an Apprenticeship," a community of over 50,000 young people in the UK. She has collaborated with more than 30 organisations to build out a social first apprenticeship attraction strategy, achieving an average of 449,200 campaign views per client. Holly is dedicated to redefining perceptions of apprenticeships and actively shares insights on the application process, including her personal experiences with apprenticeship rejections.

