



*Delivering the promise
Owning the future*



Insight into Action: SME engagement in skills provision

MONDAY 23 JUNE 11:40-12:40

GROWTH Zone

ABOUT THIS SESSION

This interactive workshop led by Apprenticeships Norfolk explores how providers can better engage SMEs in skills provision. Through real-life case studies, peer learning, and practical tools, delegates will gain insights into both the challenges and benefits of working with SMEs and how to drive more effective collaboration.

WHY YOU SHOULD ATTEND THIS SESSION

Walk away with actionable strategies, proven engagement tools, and increased confidence in supporting SMEs, helping you address local skills gaps and strengthen your provider offer through smarter SME partnerships.

WHO SHOULD ATTEND THIS SESSION

Employer engagement teams, business development managers, partnership leads, and local authority skills planners. Ideal for providers and stakeholders responsible for growing participation in skills programmes and tailoring provision to meet local economic needs.

SPEAKER OVERVIEW

Katy leads the 'Apprenticeships Norfolk' service, which provides a free and impartial brokerage service; working collaboratively with employers, individuals, providers and stakeholders to stimulate the growth of apprenticeships across the county of Norfolk. Katy is also pleased to support a number of local and national strategic groups, including the East of England Ambassador Network; the UCAS Apprenticeship Stakeholder Group; as well as co-chairing the National Apprenticeship Hub Network and holding Governor positions for two Independent Training Providers in England.



Mark supports the operational delivery for the Apprenticeships Norfolk service; leading on a number of significant projects designed to promote, increase and improve apprenticeships across Norfolk – such as our Apprenticeship Norfolk Awards; our training provider network; plus oversight of all of our events, promotional/marketing

