

Movement to Work Banners

As part of our comms strategy at Movement to Work we are keen to use photos of real graduates who have completed work experience placements with our employer members and taken one step closer to getting on the employment ladder.

We want to partner with you to create high quality roller banners that can be used at events to showcase the amazing stories of the young people who have broken down barriers to work. We would love to have at least one banner per employer to represent the vast range of sectors and job roles we've collectively helped young people get into.

Banner details

- 1.2m premium roller banner
- £144 + VAT per banner

Follow this [link](#) to see the full spec from our printer.

What we need

1. **Take photos** - a high-resolution quality photo of the young person at their place of work.

Things to remember:

- Make sure the young person is in the foreground and the main focus of the image
- Choose an interesting background that relates to their role/employer e.g. bar for a Diageo graduate, trading floor for Barclays, shop aisle for Tesco etc.
- Ensure the young person is wearing their work uniform (if applicable)

We've included some example images of our existing banners below for you.



2. **Include a few details about the young person:**

- Full name
- Location
- Job title

3. **Please seek consent from the young person before sharing.**

FYI Sample photos of our existing banners:



4. The full story (very helpful but not essential)

It would also be great to capture the story of the young person featured on the banner so we can use it for further collaborative PR opportunities. Please fill in the case study template **below**.

5. Share with Movement to Work

Send the photo, info and case study to Rachel.lim@movementtowork.com and info@movementtowork.com with the subject '[Employer name] Banner'.

Case study template

WHAT IS THE PURPOSE OF THIS DOCUMENT?

The following case study template is designed for employers to input information on their activities and success studies in relation to Movement to Work (MTW) placements.

Regular employer contribution is important so as to produce engaging and compelling content to the media and social channels, communicating MTW's key messages and increasing its exposure among key stakeholders and audiences. This is also an excellent opportunity for YOU the employer to showcase the great stories unfolding within your organisation and to maximise the exposure of the good work you are doing.

THANK YOU!

INSTRUCTIONS

- Please start by identifying at least one individual from your programme and discussing the questions below.
- Please advise the participant that their story **may** be used and shared on Movement to Work digital channels and/or with our media contacts.
- Once complete, please return to: **Rachel Lim** >> rachel.lim@movementtowork.com

***We are happy to write up the case study on your behalf based on facts provided in this form or we can set up a telephone conversation to capture a case study. Get in touch with Rachel (details above) for more info.**

About the Organisation

Name of Organisation	
Approval Process and Approver	

About the Participant

Name of participant	
Participant background (including geography, sector, gender, disability, other disadvantageous challenges etc.)	

About the placement

Title of programme/scheme/placement	
Start date	
Completion date	
Location of the placement	
Charity partner	
Training provider partner	
Placement statistics (amount of placements per year, key demographics etc.)	
Placement objectives	

Achievements of participant during placement	
Key takeaways, learnings from placement by the participant	
Key takeaways, learnings from placement by the organisation	
Is the participant still on their placement / or has moved into a permanent role with you?	

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Content from the placement

<p>Statement from the participant</p> <ul style="list-style-type: none"> What have you learned through this work placement? What did you enjoy the most? What was a challenge you overcame? What would you say to someone considering this placement? 	
Quote from the organisation spokesperson	
Is photography available of the participant?	
Is the participant open to being photographed on location/ can filming be carried out at the location?	
Is the participant open to being filmed on location/ can filming be carried out at the location?	
Anything else to add?	

<p>Is the participant open happy for Movement to Work to use and share this information on our digital channels and with our media contacts? (Otherwise these details will be kept confidential and used only internally)</p>	<p>YES [] NO []</p>
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