

Industry Stakeholders

1. Ambassador Communications Plan Overview (Sep/Oct 2021)

The Ambassador Communications plan provides an overview of the key communications and audiences that we will be communicating with.

The core aim is to create awareness of the **Go Construct STEM Ambassador Scheme** and to drive new ambassador registrations.

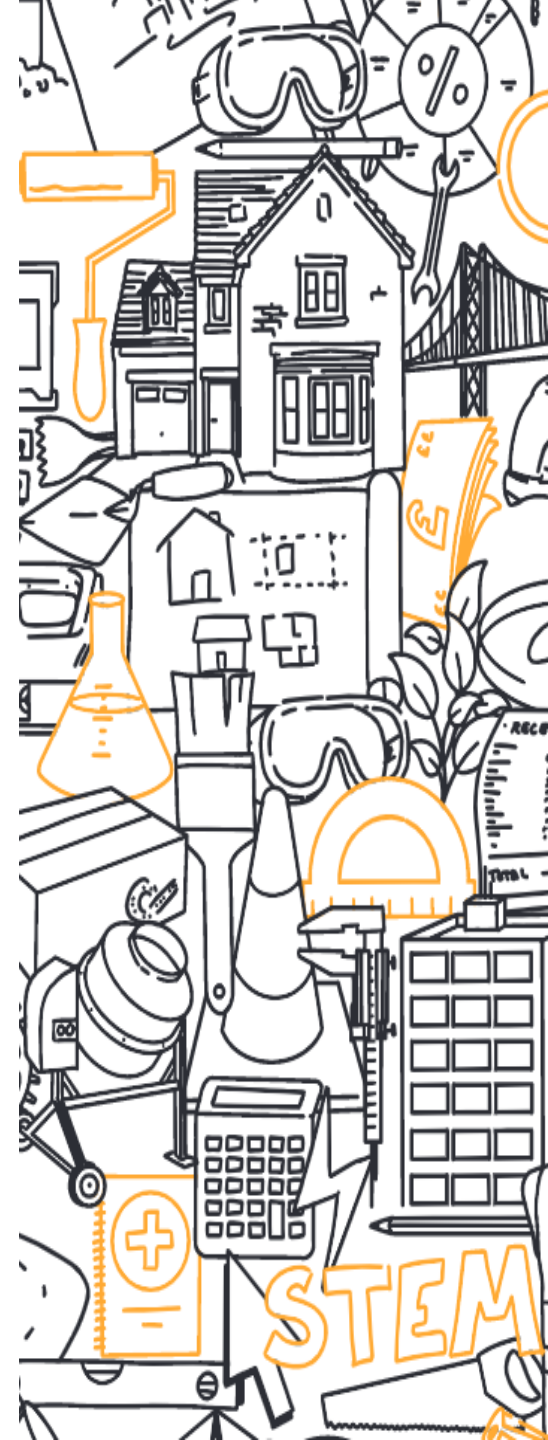
2. Newly Developed Go Construct STEM Ambassador Resources

We have developed, repurposed and repackaged a number of the existing Go Construct resources as well as creating new ones

3. Ambassador Product 'Stakeholder Packs' Overview

These 'stakeholder packs' will be shared with PO's across England, Scotland & Wales.

The 'packs' will contain information to support PO's in promoting our new **Go Construct STEM Ambassador Scheme** should they choose to do so.



Ambassador: Communications Plan September

- Commencing Monday 13th September 2021
- Over 300K points of contact
- Communications Focus: Ambassador Product Awareness & Recruitment

| Audience Groups | Message | Date |
|---|---|--|
| CITB All | Awareness, Promotion & Industry Support | 1st – 13 th September |
| STEM Regional Hubs (19) | Awareness, Promotion & General Support | 10 th – 23 rd September |
| Stakeholder ‘Packs’ | Awareness, Promotion & Recruitment | 15 th September |
| Industry Wide (70K) | Awareness & Recruitment | 16 th September |
| <u>STEM Ambassadors Community</u> (32K) | Recruitment | 17 th September |
| Go Construct Newsletter (3K) | Awareness, Promotion & Recruitment | 17 th September |
| Press Article (Industry Wide) | Awareness, Promotion & Industry Support | 20 th – 30 th September |
| Historical Ambassadors (900) | Recruitment | 22 nd September |
| Schools Poster Campaign (176K) | Awareness & Promotion | 27 th – 8 th September/Oct |
| School Careers Leads (5K) | Awareness & Promotion | 5 th October |

New Ambassador Product Resources & Assets

- Ambassador Product [Promotional Video](#)
- [How-To Register Video](#) & [How-To Join the Go Construct STEM Ambassador Scheme Video](#)
- [How-To Guides](#): Full Registration & Joining the Go Construct STEM Ambassador Scheme
- Brand New Interactive Careers Map Digital Resource
- 9 x new Ambassador CPD modules
- 7 x re-developed Go Construct Resource
- Newly Developed Go Construct Ambassador Website Pages & Content
- Go Construct & Ambassador Newsletters



Ambassador Communications: Industry Leaders ‘Packs’

The ambassador stakeholder communications packs will contain information so that you can support the promotion of the Go Construct STEM Ambassador scheme.

The Packs will include;

- Core Ambassador Messaging & Calls-to-actions
- A copy of the industry wide Ambassador Programme communication
- The new Ambassador ‘Promo’ & How-to-Register’ videos
- Digital Assets: Ambassador scheme identity images
- Brand Guidelines; fonts, sizes and colours
- Social Media Visual Overlays
- Ambassador Programme PowerPoint presentation template
- Reference & Sign Posting Links;
 - Go Construct Ambassador Pages
 - Educational Resource
 - Ambassador CDP modules