



GUIDE TO HOSTING A VIRTUAL NAW EVENT 2024

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Introduction to National Apprenticeship Week

This year marks the 10th Annual [National Apprenticeship Week \(NAW\)](#), which will take place from November 17-23! NAW is a nationwide celebration where employers, apprentices and graduates, industry representatives, labor organizations, community-based organizations, workforce partners, educational institutions, and Federal, State, and Local government agencies host events to showcase the successes and value of Registered Apprenticeship for strengthening our economy by developing a highly skilled workforce to meet industry needs, creating pathways for career seekers to catapult into good jobs, and advancing racial and gender equity.

The theme for NAW 2024 is “**National Apprenticeship Week 2024: Celebrating 10 Years of Engagement, Expansion, and Innovation.**” This theme reflects the transformative power of Registered Apprenticeship and its ability to bring together key national, regional, state, and local stakeholders across the country to meet critical workforce needs. Since NAW’s inception in 2014, Registered Apprenticeship has gained increased recognition as a tool to create the highly skilled workforce necessary to modernize our country’s infrastructure, build clean energy technologies, address cybersecurity threats, and build a stronger care economy, while also creating essential on-ramps for job seekers to enter into robust career pathways.

This year offers us a unique opportunity to spotlight the significant progress made not only nationally as a whole, but also within individual regions and states – thanks to the hard work of so many ApprenticeshipUSA partners. Registered Apprenticeship is recognized as a key strategy to improving job quality, and creating access to good-paying, family-sustaining jobs for all. We intend to especially highlight how the role of Registered Apprenticeship has grown exponentially both in relevance and stature while continuing to be a key component of our nation’s sustained economic growth.

Typically, NAW events include signing ceremonies to launch new programs, panel discussions, roundtables, graduations, employer forums, career fairs, hands-on trainings, and open houses. While these events have traditionally been in-person, some may choose to host their NAW events virtually to increase accessibility across geographical areas. Most events can be hosted on virtual platforms with minimal or no cost. This tip sheet is designed to help NAW event hosts consider tips and tricks to hosting a successful online event.

Types of Virtual Events and their Corresponding Platforms

There are several types of virtual platforms to consider when planning a virtual event. Below are some tips to help determine what kind of event is best for you:

- **Webinar** – Best for large groups. Share slides, videos, virtual site tours and more. Encourage interaction via live chats or Q&A sessions. Webinar platforms include [Zoom](#), [Facebook Live](#), [LinkedIn Live](#), [Microsoft Teams](#), [YouTube Live](#), and [GoToWebinar](#).
- **Podcast** – Interview an apprentice or an employer about their experience. Discuss the benefits of Registered Apprenticeship or best practices for success. If you don’t have an established podcast, consider reaching out to established podcasts in your field and pitching one of your organization’s experts as a guest.
- **Video Call** – Best for interactive conversations. Video call platforms like [Zoom](#), [GoToMeeting](#), [Microsoft Teams](#), and [Google Meet](#) include the option for presenters to share screens and present slides.

- **Online Chat** – Ask your followers questions, or present experts to answer theirs. Advertise the event at least two weeks in advance. Use a hashtag to help people find and follow the conversation. Online discussion and livestream platforms include [X \(formerly Twitter\)](#) and [Facebook](#).
- **Virtual Conferences & Expos** – Virtual conferences have seen a surge in demand in recent years. With robust online engagement tools, you can reach broad audiences by combining many online tools in one event including live chat, webinars, in-event e-stores, private meeting rooms, keynote plenary sessions and breakout rooms. These virtual options provide a lower-cost option than in-person events.
- **Virtual Career Fairs** – Hosting online career fairs expands reach and improves applicant quality. 1:1 audio/video chats, job boards, and video assessments facilitate global recruitment, allowing employers to promote their brand and expand their pipeline.
- **Live Streaming** – Real-time video streaming via platforms like Facebook, LinkedIn Live, and YouTube connects events with audiences.
- **Phone Conference Call** – Audio only. Once a conference line is set up and shared, participants can dial in and listen to a presentation or join in a conversation. A conference call platform, such as [Free Conference Call](#), can connect users across the country, or you can use the dial-in phone numbers provided through any of the video call platform options above.

Virtual Meeting Tips to Keep in Mind

- Determine the best platform for the event – Define the goals and objectives for the event. Whether it's a webinar, fireside chat, livestreamed podcast, conference or other type, each may require distinct functionalities from a virtual platform to achieve the desired event outcomes.
- Assess scalability and compatibility – Make sure the selected virtual event platform can support the anticipated number of participants and content delivery, whether it's a slide deck, video or other media.
- Create a user-designed experience – Consider what your audience knows (and needs to know) and make it as user-friendly and accessible as possible. Remove barriers to participation.
- Maximize visibility – Conduct research on your target audience to determine what timing works best, keeping in mind work and school schedules. Promote the event using social media and email.
- Understand the privacy options of your selected platform – There are ways to make your event more secure against malicious attacks or user error. For example, some platforms allow automatic muting, required entry passwords or virtual waiting rooms for guests.
- Anticipate challenges with technology – Rehearse all aspects of the event, if possible, with colleagues and create a back-up plan in case you run into technical issues.

Connecting with Social Media

Encourage attendance at your virtual event by promoting on social media. Check out our **NAW Event Promotion Toolkit** for social media best practices and other tips for promoting your event to the media, the public, and potential event attendees, and learn how to tag the DOL in your NAW posts in our **NAW Social Media Tip Sheet**, both located on our [NAW Resources page](#).

Increasing Diversity, Equity, Inclusion, and Accessibility (DEIA)

When holding your event, consider extending your outreach to underrepresented and underserved communities including women, people of color, persons with disabilities, veterans, military spouses, and justice-involved individuals. For additional information on how to access underserved communities, check out our [DEIA website on Apprenticeship.gov](#), which includes resources, guides, factsheets, and case studies to help you diversify your workforce.