

NIAW2026 HIGHLIGHT REPORT

APPRENTICESHIPS: INVEST IN TALENT – YOUR FUTURE BUSINESS

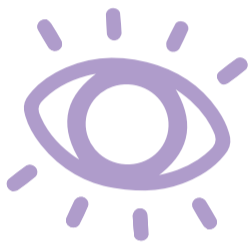
NIAW2026

NI Apprenticeship Week took place 2nd - 6th February 2026. There were 60 registered events across NI. These events were aimed at future apprentices, employers and their influencers.



APPRENTICE WEEK

Northern Ireland Apprenticeship Week is a showcase of the fantastic Apprenticeship opportunities available within Northern Ireland. These events provide a platform to get advice and information from industry experts and educational providers.



SOCIAL MEDIA

#NIAW2026 delivered high volume, well coordinated social media activity. It resulted in wide public sector, FE/HE, employer, councils, and business engagement across all channels. Over 250 posts used the #NIAW2026 hashtag. It also resulted in several newspaper articles, with more the following week.



ADVERTISING CAMPAIGN

The Department for the Economy ran an annual advertising campaign in the lead up to Apprenticeship Week, using TV, radio and social media, which in the most recent campaign delivered 449,270 paid digital impressions across Meta, LinkedIn, Spotify and YouTube, alongside a radio adult reach of 667,900 (42.25%) and a TV adult reach of 759,780 (54%).



Major partners amplified the campaign across social: Belfast Met, Ulster University, DfI, CITB NI, Inspiro Learning, Wrightbus.

EXAMPLES OF EVENTS INCLUDE:



- Disability Action - Empower Your Future
- Craft Training- NI Apprenticeship Showcase
- South Eastern Regional College - Have a Go Event
- Northern Ireland Tourism Alliance (NITA) - Building tourism talent through higher-level apprenticeships
- CITB NI / W5- 'Build Your Career' - With an Apprenticeship
- Causeway Chamber/NRC - Business Breakfast - Talent Knows No Limits

REGIONAL WORKING GROUPS

There are 5 Regional Working Groups in Northern Ireland who set up and co-ordinate the events across the Apprenticeship Week. If you or anyone you know would like to be involved in organising or hosting events please email ApprenticeshipEngagementTeam@economy-ni.gov.uk.



SUCCESSFUL DELIVERY

with many training providers and employers taking part including: Newry Mourne & Down LMP, Disability Action NI, BT, Department for Communities, Institution of Civil Engineers, Derry City & Strabane District.



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Economy
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Apprenticeships