



Communication actions in the construction sector

How to attract learners and workers?



Presentation by Centre IFAPME Liège-Huy-Verviers

Let's Campaign Erasmus+ Project – Athens Partners meeting – 14 & 15 June 2022



General communication actions

- Communications on social networks (Facebook, LinkedIn Instagram,...)
- Press releases
- Publishing of brochures, flyers...
- Annual open doors day (22 June 2022)
- Participation in training fairs
- Etc...



Specific actions – Discovering professions in a company

These are observation internships: with a self-employed person or in a company, you can discover the job that interests you and make an informed professional choice.

You also increase your chances of meeting a future boss if you wish to start a work-based training program.

- It's completely **FREE**
- It is open to everyone **from 15 years old** with no age limit.
- The jobs to discover: a choice among the [professions that can be learned in the IFAPME network](#).
- The observation courses last **from 1 to 5 days** maximum and can take place at any time of the year.





Specific actions

Speed Jobbing

What is **Speed Jobbing**?

Are you looking for the ideal learner ? Speed Jobbing is the meeting you have been waiting for... The IFAPME Network organizes several Speed Jobbing sessions throughout Wallonia.

It is a **direct meeting between a trainee and a company**. In a short timeframe, the young candidates for work-based learning introduce themselves, explain their motivation and present their qualities.

If everything goes well, both parties can leave with a training contract.

Candidate-learners are coached to prepare for these interviews. A team accompanies them throughout the process in order to prepare them for integration into the professional world.





Specific actions

Wanted

Videos with Waldorado about **occupations with a shortage of skilled workers** to promote VET trainings

Interviews of professionals promoting the job



Link to all videos of the series : [HERE](#)



June 2021

Campaign to recruit 70 apprentices for the construction company Thomas & Piron (all over Wallonia)

Highlighting advantages of dual training

Specific actions

Campaign with Thomas & Piron



<https://www.ifapme.be/actualites/forme-toi-avec-lifapme-et-decroche-un-cdi-chez-thomas-piron>



Specific actions

Put yourself in my shoes!

Videos in which influencers test jobs, as a learner would do in a work-based training programme



Link to the video on construction jobs : [HERE](#)

Link to all videos of the series : [HERE](#)



Specific actions

Testimonial videos



[Testimonies from parents](#)



[Testimonies from companies](#)



[Testimonies from people in professional reconversion](#)

From engineer to carpenter

Participation in sectoral and cross-sectoral competitions



Highlighting excellence in the technical professions

Campaign for the 60th anniversary

Highlighting inspiring career paths and the added value of work-based trainings.



Inspiring career paths

<https://www.youtube.com/watch?v=OicFqVYqkcE>



Work-based trainings

<https://www.youtube.com/watch?v=p1s7VVTUVNo>

Videos - A day in the life of an apprentice



🧑 Une journée dans la vie d'un apprenti... L'Apprentissage, ça te tente mais tu hésites encore? On te propose de suivre Fabien, apprenti monteur en chauffage et sanitaire...

👍 Like 💬 Comment ➦ Share

👍❤️ You, Audrey Houba and 28 others · 1.3K Views



Centre IFAPME Liège-Huy-Verviers

July 12, 2021 · 🌐

Following

🧑 Une journée dans la vie d'un apprenti...

L'Apprentissage, ça te tente mais tu hésites encore? On te propose de suivre Fabien, apprenti monteur en chauffage et sanitaire lors d'une journée de travail en entreprise! 🔥 🛠️

Car l'Apprentissage, c'est avant tout l'alternance entre les cours au Centre et le travail en entreprise, directement sur le terrain! Et c'est possible dès 15 ans!

Ca t'intéresse? Retrouve toutes les infos sur notre site :

<https://www.ifapme.be/formations-pour-jeunes>

See less

Be the first to leave a comment.

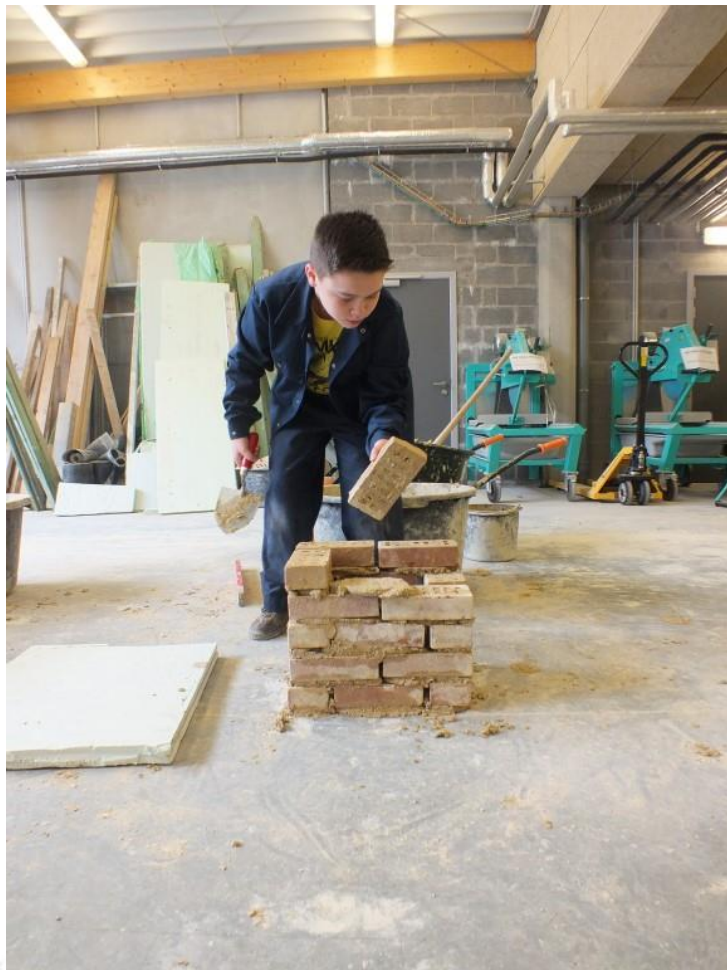
Write a comment...



Link: <https://fb.watch/dCUy2y97c-/>

Day to “discover a job” in the VET center’s workshops





La construction, un atout au féminin

Le 7 octobre
2020
de 13 à 17h15

Découverte des métiers
de la construction pour les femmes
(dès 15 ans)



Une demi-journée pour tester deux métiers au choix
et trouver votre voie !



Menuiserie
Couverture



Soudure - Travail du métal
Peinture



Au centre IFAPME de Liège
site Construform

Rue de Wallonie, 21
4460 Grâce-Hollogne

Inscription :

constructionaufeminin@centreifapme.be

04 247 68 70





In development: TV show

- One TV show on local television in the province of Liege airing in September 2022
- **Objectives:**
 - promote the IFAPME dual training programme and the training offer of Centre IFAPME LHV
 - collect the contact details of learners and companies looking for each other to match them
- **Target audience:** learners/future learners, their parents, companies in the region
- The **live interventions** will focus on the following themes
 - What is dual training?
 - Role of the company and the tutor
 - Role of the learner
 - Gateway to employment and business creation
 - Famous learners
 - World skills
 - Our trainers, working professionals
- These presentations and testimonies will be interspersed with **2-minute video clips** of learner/tutor pairs.



Actions by partners in Belgium



- Campaign in 2020 with a popular influencer : « **Simon does the job** »
 - Testing different jobs
 - Using the language of young people
- Videos on social networks
- Link to a general website to promote trainings : <https://mon-metier.be/>



**SIMON
HERCK**

Actions by partners in Belgium

- Campaign [#jeconstruismonavenir.be](https://jeconstruismonavenir.be) with influencer Véronique Gallo targeted to PARENTS



Communauté : 140.000 abonnés FB

Délivable : 3 capsules d'environ 2 minutes

Contenu :

1. Mon enfant m'annonce qu'il souhaite faire un métier manuel - analyse des préjugés dans la famille, chez les amis et craintes éventuelles
2. On prend les renseignements (visite du site web, discussion avec un conseiller mise en perspective avec l'avis de certains profs de mon fils) et on réalise que c'est plutôt pas mal !
3. Mon enfant a choisi cette filière et s'y sent super bien - avantages de la formation en alternance, bien-être personnel, sentiment d'accomplissement.

Les 3 vidéos évidemment avec humour et un regard drôle sur ce sujet qui peut toucher toute famille.

Campaign with influencer Véronique Gallo

Key message:

The capsules had to use the language of a mother, a cheerful woman who uses "real talk", who speaks to other mothers/parents, including all the "imperfections" that go with it, but ultimately a strong message:

The development of the child and the removal of primary fears.

Vidéo 1: week 17

Family discussion on dual training

Véronique Gallo tells us about her son! He has decided to take a dual apprenticeship in the construction industry.

She didn't know about this alternative and is afraid of her husband's reaction...

<https://www.facebook.com/VeroniqueGallo.Officiel/videos/3937757319637301>

- + 172,000 views on FB
- + 3000 likes
- + 200 relevant comments on positive choice

Vidéo 2: week 18

Véronique Gallo continues to give news.

She went to see a counsellor with her son and everything is going great!

But her husband still seems to have some reservations...

<https://www.facebook.com/VeroniqueGallo.Officiel/videos/1076375729437568>

+ 82,000 views on FB

+ 1200 likes

+ 85 relevant comments on positive choice

Vidéo 3: week 19

Véronique Gallo can't believe that her son is so happy to work.
That's what all mothers are looking for, isn't it?

<https://www.facebook.com/VeroniqueGallo.Officiel/videos/142730161140872>

- + 80,000 views on FB
- + 1000 likes
- + 50 relevant comments on positive choice



Thank you for your attention! 😊
Do you have questions?

