Greater Manchester's Festival of Technical Education: messaging guidance

In this guidance document

Last updated: 30 April 2025

Talking about Greater Manchester's Festival of Technical Education

Greater Manchester's Festival of Technical Education is a celebration of our city-region's exceptional technical education offer.

Through a series of virtual and in-person events, the Festival connects young people to careers, employers and technical education training pathways, helping them make informed choices and take their next step towards a great job in our growing economy.

The Festival, held across the city-region in June and July, supports the Greater Manchester Baccalaureate (MBacc) — a mission of the Mayor of Greater Manchester, Andy Burnham, to create a genuine and equal alternative to the university route.

Style notes

- Capitalise as written (Greater Manchester's Festival of Technical Education).
- One the event name has been used in full, you can use 'the Festival' as shorthand to vary your copy.
- Do not use an acronym (i.e., GM's FoTE) or abbreviate any of the words (i.e., Festival of Tech Ed).
- **Good example:** "Oldham College is hosting an Open Day on [date] as part of Greater Manchester's Festival of Technical Education."

Tagline

"Gateways to the Future"

The tagline "Gateways to the Future" speaks directly to the aspirations and needs of our key audiences, whilst promoting the [seven MBacc gateways](#) that guide young people into good jobs in growing sectors.

For young people, it sends a powerful and inspiring message: technical education leads to an exciting future.

For educators, parents, and carers it affirms their crucial role in guiding and supporting young people at each stage of a young person's education and career journey.

For employers, it signals the opportunity to connect with a new generation of talent and contribute to the workforce of tomorrow.

It's a positive, inclusive and empowering message that aligns with the essence of the Festival – to create pathways to success, growth and opportunity for all.

Style notes

- Capitalise "Gateways" and "Future" only.
- Can be embedded (with slight grammatically variation) in a full sentence, i.e., "Our Festival fringe event helps young people to *find their gateway to the future* by offering taster sessions of different technical education courses", or "discover the *gateway to your future* at our Festival fringe event."
- Can be used as a tagline on your social media posts.

Themes and key messages

The Festival of Technical Education has three themes and key messages:

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1. **Explore:** "Explore your future at the Festival of Technical Education. Discover exciting opportunities across the seven MBacc gateways that lead to great jobs in Greater Manchester's growing sectors."
2. **Celebrate:** "The MBacc is already having a real impact on Greater Manchester's young people – let us show you."
3. **Accelerate:** "The MBacc is a 2023 vision that's picking up pace – get on board and shape the future with us."

Style notes

- Your own event messaging might align to one or more themes depending on the type of event and your audience.
- You might want to tweak the key messages to suit your content, i.e., replacing "young people" with "you" if talking to that audience directly.

Example messages and calls to action for audience groups

Use the following pages to align your event messaging to one or more themes and audiences. We've included some call-to-action examples that we'd love to see you use alongside your own.

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Young people

Example messages

Explore: *"Greater Manchester has some of the best technical education opportunities in the country – find your next step at the Festival of Technical Education."*

Explore: *"Use the MBacc gateways to find out what skills and qualifications you need to get a great job in Greater Manchester."*

Explore: *"There are lots of technical education opportunities with employers across Greater Manchester, find the right one for you."*

Celebrate: *"The MBacc is already helping young people like you figure out what they want their future to look like and how they can get there, you can do it too!"*

Celebrate: *"Technical education opens doors to great jobs, hear it from those who've experienced it firsthand."*

Accelerate: *"The MBacc is already helping young people like you figure out what they want their future to look like and how they can get there. You can help shape it."*

Call-to-action examples

- Explore Beeline (external website)
- Explore your next step on GMACS (external website)
- Follow @gmacs-gm on YouTube and @yourgmacs on Instagram for inspiration, advice and opportunities.
- Sign up to a Meet Your Future event [links to be added when available]
- Look at the Festival calendar to find an event near you [link to be added when available]

Educators

Example messages

Explore: *"Greater Manchester has some of the best technical education opportunities in the country – the Festival of Technical Education is your students' chance to discover their next step."*

Explore: *"The MBacc gateways create a clear path for your students to get a great job in Greater Manchester's growing sectors."*

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Celebrate: *"Educators are already shaping the MBacc, see the impact it's having and how your school can get involved."*

Celebrate: *"Technical education opens doors to great jobs for your students, hear it from those who've experienced it firsthand."*

Celebrate: *"Greater Manchester's employers are already on board, with hundreds offering technical education and workplace opportunities for young people."*

Accelerate: *"The MBacc is picking up pace and year 2 will offer more opportunities, more tools and more support to help your students succeed. Be part of it."*

Call-to-action examples

- Explore the MBacc Educator Toolkit to learn about your role and next steps on the MBacc journey.
- Explore Beeline (external website) and use it in your classroom to bring your curriculum to life.
- Connect with local further education providers to open doors for your students.

Employers

Example messages

Explore: *"The MBacc gateways create a clear line of sight for young people to see what jobs are available in Greater Manchester and directs them to the knowledge and skills employers like you say they need to be successful."*

Explore: *"The Festival of Technical Education connects you with talented young people who can add value to your organisation today or in the future."*

Celebrate: *"The MBacc has already bought talented young people into organisations like yours."*

Celebrate: *"Young people with a technical education qualification have on the job training and theoretical knowledge to bring to your business."*

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Accelerate: *"The MBacc is picking up pace. Join the movement to build Greater Manchester's next generation of talent, so your organisation continues to thrive."*

Call-to-action examples

- Learn about how your organisation can build a talent pipeline with the MBacc:
  - Sign up to become an [Enterprise Advisor (opens email with pre-populated email address).](#)
  - Pledge a [T Level placement (external website)](#).
  - Help us grow more [apprenticeship opportunities (opens email with pre-populated email address).](#)
- Follow us on [LinkedIn (external link)](#) for near-real time updates on all things MBacc.

Hashtags

Please use hashtags across all social media platforms so we can find and engage with your content!

#GMFestivalOfTechnicalEducation

#FindYourFuture

You're welcome to use your own hashtags, too.

Style notes

- Capitalise each word in the hashtag for readability and accessibility.

Emojis

The main festival emoji is: 🎉 (party popper)

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When we're sharing specific content aligned to our event themes, we'll also use the following emojis:

Explore: 🔎 (magnifying glass tilted right)

Celebrate: 👏 (clapping hands)

Accelerate: ⏩ (fast-forward button)

Style notes

- It is not best practice to replace words with emojis as this can be inaccessible for users of screen readers, i.e., " 🔎 your future" instead of "find your future".