

## Cost Breakdown - Skills Action Plan

Activity	Item	Cost
Annual Skills Conference	Venue, refreshments, photography, name badges and staff time	£ 2,500
	Printed materials	£ 300
	Key note speaker (recommended)	£ 2,000
	Social Media Campaign to support the skills conference	£ 350
Apprentice Town	Ambassador Events - Event Stands x 2	£ 200
	Ambassador Events - Printed material	£ 200
	Ambassador Events - lapel badges	£ 200
	Social Media Campaign x 2	£ 700
	Web pages and video content	£ 5,000
	Total (excluding key note speaker)	£ 9,450