




**Technical
Education
Networks**



Route: Sales, Marketing & Procurement

Sales, Marketing & Procurement

Sarah Helm & Helen Bancroft-Morris



Using the post it notes – write down what you would like to take away from today.



Introductions

- Alison Ivins – Association of Colleges (Host for the morning) SB will host this afternoon's session.
- Sarah Helm – Chair – South Essex College
- Helen Bancroft-Morris – Co Chair - NSCG



Agenda

Now – 1230pm

- *Introductions*
- *Brief reflection on the morning's session*
- *Update on COP progress to date*
- *Chair's Hot Topic*



Agenda – this afternoon

- *Back in the room for 1.30pm*
- *40 minutes networking session*
- *35 minutes Gatsby Resources*
- *15 minutes – reflections and next steps*
- *3pm close*

Purpose of the Day & Introductions

- Network and relationship building
- Tangible takeaways
- Celebrate progress made

Introductions

Please include:

- Your role
- the name of your provider
- T Level delivery experience



Any reflections from
the morning session?

Progress so far HBM

Initial cop meeting in October – we had 22 members

- Resource sharing and support available for the T Level Marketing
- Industry Placements and Live Projects in T Level Marketing

Second meeting in January – 64 members

- Hints & Tips for External assessment & ESP
- Blockers and solutions for marketing T Level implementation
- Innovative teaching and revision resources for Marketing T Level



Resource Development (HBM)

We mapped existing resources to the Marketing T Level

Live project brief (NSCG)

Case studies

Element 7 - Business Communication Revision Document (NSCG)

From Scroll to Strategy

Other Pearson Resources (SH)



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Hot Topic

Sarah Helm



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Lunch & Networking

Session 2 starts promptly at 13:30pm

Thames Suite



Agenda – this afternoon

- *40 minutes networking session*
- *35 minutes Gatsby Resources*
- *15 minutes – reflections and next steps*
- *3pm close*



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Welcome Back



Agenda – this afternoon

- *40 minutes networking session*
- *35 minutes Gatsby Resources*
- *15 minutes – reflections and next steps*
- *3pm close*



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Resources

Helen Bancroft - Morris

The Use of Social Media in Business

Rationale

- Students need clearer links between theoretical learning and real-world business practice.
- Teachers face challenges in evidencing how businesses use social media in authentic, day-to-day contexts.
- There is a need to raise student aspiration and encourage more industry-relevant examples to bring learning to life
- Greater employer visibility may help strengthen engagement with T Level industry placements.

Resource Introduction & Overview

- An initial resource will be developed to help students connect theoretical learning about social media to real-world business practice through an authentic industry case study.

Resources included:

- A 3–5-minute video case study featuring a business representative discussing their use of social media. There is potential to expand this into a wider bank of video case studies, if successful.
- Short teaching notes to support delivery and classroom use
- An accompanying worksheet (1–2 pages) with reflective questions linked to the video

Questions

- **Thinking about your own context, where or how could you see yourself using these resources within your delivery?**
- **What would help you most to successfully embed these resources into your existing practice?**



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Visual Curriculum Models

Sarah Bradley, AoC

Curriculum Models

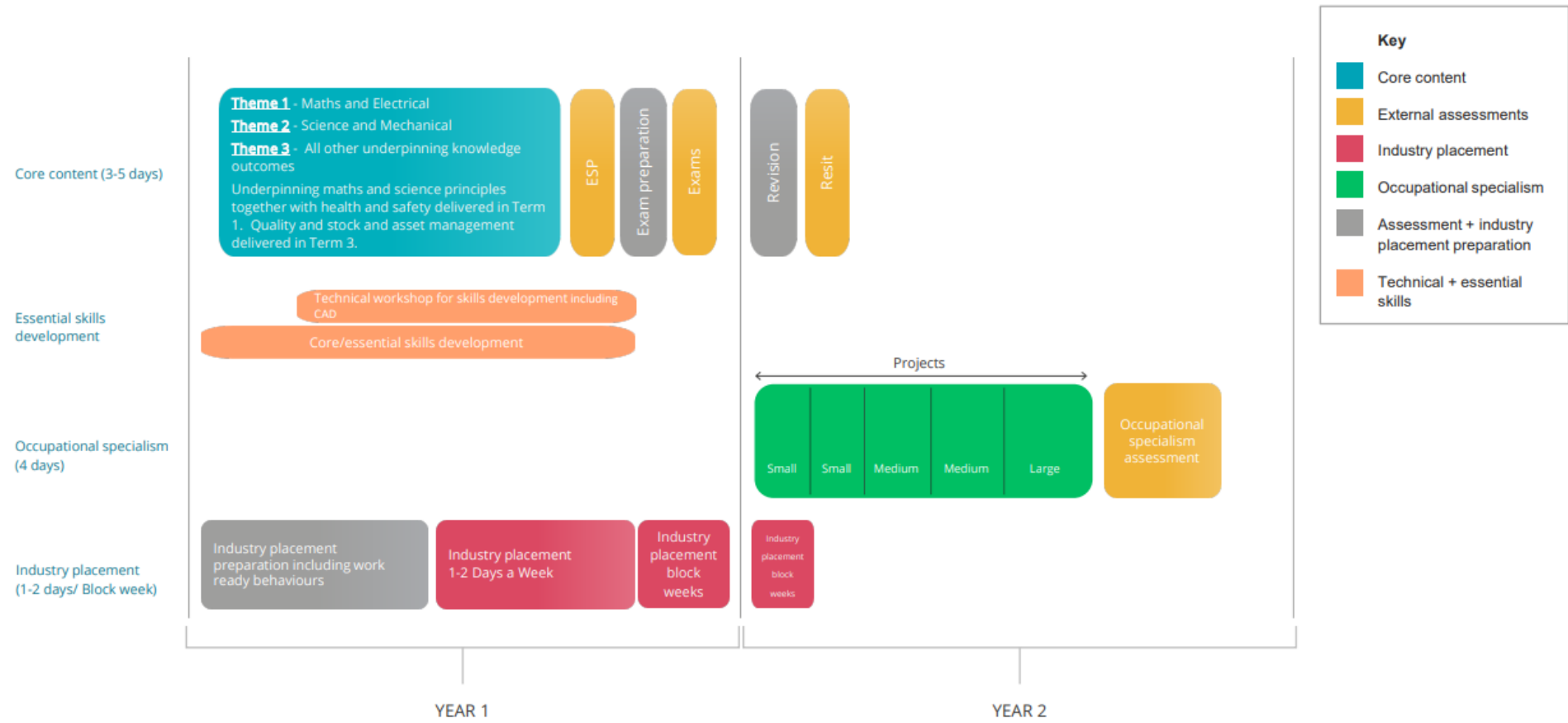
Gatsby undertook some work with AoC in 2023/24 to create macro sequencing curriculum models for four T Levels in Construction, Digital, Engineering & Manufacturing, and Health & Science.

Gatsby would like to create a visual curriculum model for all other Communities of Practice.

Curriculum Model Example

T Level Design and Development for Engineering and Manufacturing

Engineering and Manufacturing



Curriculum Models

On your tables will be copies of a blank template for the curriculum model. Please can colleagues:

- discuss these on your table and update the models as clearly as you can
- add any useful information to the model you think will be helpful, especially for a new teacher wanting to use the model
- include names, emails and provider names on the back of the model(s) identifying who has contributed to these. We'll want to capture this in the information should we need to follow up before publication.

Next Steps

The models and documents created today will be given to Gatsby to work with their publishers to create new documents and hopefully published on the Technical Education Networks website.

Please ensure your name, email address and provider are included on the back of the models you have been working on should we need to follow up to clarify any suggestions made.



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Networking & Discussion

Sarah Helm

Marketing T Level Foundation Year Network

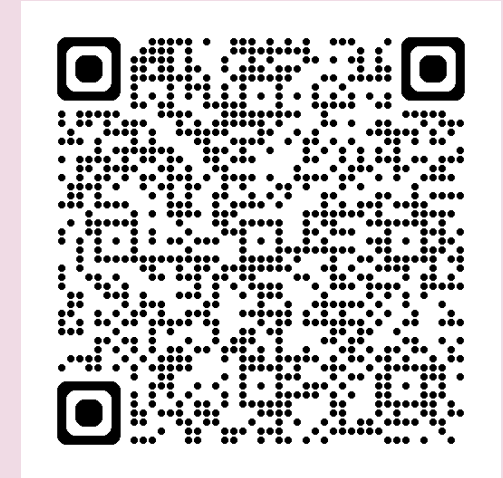
 Wednesday 25 March 2026

 3.30–4.30 pm

 Online

 Connect • Collaborate • Strengthen Delivery

- Why Attend?
 - Share approaches to delivering the T Level Foundation Year
 - Discuss challenges and solutions with fellow providers
 - Build a supportive professional network
 - Explore ideas to enhance learner experience and outcomes



Dates for your diary

Industry Associates Training Programme and Event

29th April 2026

Gatsby have an in-person event in London for FE Leaders/Teaching and Learning leads and stakeholders to share findings and implementation of the Industry Associates training programme pilot

Please contact FEworkforce@gatsby.org.uk for more details or speak to Rory on the Gatsby stand.

Next Community of Practice meeting

- 26th June 2026 at 1pm

Route Reflections & Next Steps

Before you leave today

We would really value your feedback before you head off. It takes just two minutes and helps us improve future events.

Please scan the QR code now to share your feedback.

T Level Communities of Practice
Exchange Conference Evaluation





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Thank you for attending