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# Strengthening employer engagement as part of careers work – Effective strategies for schools and colleges

Wednesday 24th June 2015

Royal National Hotel, Bedford Way, London WC1H 0DG



This is the CDI's first annual conference for career educators, senior and middle leaders with a responsibility for careers and work-related education and career advisers working in schools. It focuses on the high profile area of employer engagement and developing young people's enterprise and career management skills.

The conference presents an impressive line-up of keynote speakers and a wide range of workshop sessions covering topics highly relevant to the needs of career leaders in schools. Both CDI members and non-members are encouraged to attend.

## Overview

Both learning and work are changing rapidly, and this has implications for individuals' career paths. Jobs for life are a thing of the past: young people leaving education in the 21st century will need to continually update their knowledge and skills throughout their working lives; and are much more likely to experience periods of self-employment, part-time and temporary contracts than their parents.

The reality today is that young people need to be even more adaptable, flexible, self-reliant, and resourceful and the world of work places a high premium on effective enterprise and career management skills. Furthermore predicted economic, labour market and demographic changes over the coming decades suggest that young people will face even more choices and opportunities, thus increasing the need for them to be effective career planners.

There can be no doubt that young people require high quality career education, information, advice and guidance in order to make informed decisions and the earlier this guidance can be provided the better.

## Programme

9.30	<i>Registration. Exhibition and Market Place open. Tea and coffee available</i>
10.00	<b>Welcome and introductions</b> Jan Ellis, CDI Chief Executive and Kath Wright, Conference Leader  <b>Introduction from our sponsor:</b> Skills for Care
10.15	<b>Keynote 1: Professionalising the career development sector: supporting schools and colleges</b> Karen O'Donoghue, CDI President
10.35	<b>Keynote 2: LMI – Where will the new jobs be?</b> Lesley Giles, Deputy Director, UK Commission for Employment and Skills
11.00	<b>Panel session: Strengthening employer engagement – making it work</b> Gary Forrest, National Coordinator, EBPn Joe Hayman, Chief Executive of the PSHE Association Dr Anthony Mann, Director of Policy & Research, Education & Employers Task Force Karen O'Donoghue, CDI President
11.40	<i>Refreshment break – exhibition and market place</i>
12.15	<b>• Workshop 1</b>
13.05	<i>Lunch and exhibition</i>
13.50	<b>• Workshop 2</b>
14.40	<b>• Workshop 3</b>
15.30	<b>Keynote 3: Post General Election – What next for CEIAG?</b> David Andrews, Independent Consultant and CDI Policy Associate
16.10	<b>Conference plenary and evaluation</b>
16.15	<i>Close of exhibition and market place</i>

## Conference aims

This year's conference aims to provide a forum where employers and schools can jointly:

- celebrate current effective, innovative, and creative practice
- plan strategies for raising the level and quality of employer engagement with the learning and development of young people

To achieve these aims, the conference offers:

- Keynote speakers from the worlds of both education and business links to present current national thinking and practice and examine current and future challenges for careers work
- Practical workshops
- Opportunities for delegates to network
- A "marketplace" of exhibitors, resources, ideas and contacts to support CE/WRL/Enterprise Education

*The resources will be available to delegates before the conference begins and up to 15.30.*

## Target audience

- Career Educators
- Career Advisers working in schools
- Senior/Middle Leaders with responsibility for Careers and Work-related/Enterprise Education
- STEM/PSHE subject staff.

## Exhibition and Sponsorship

We are delighted to announce that Skills for Care is sponsoring this event and will be welcoming delegates to the conference.

We have space for a small market place of exhibitors, who will be on-hand to talk to delegates before the conference starts, at the morning break, over the lunch period and until 15.30. Confirmed exhibitors include: Skills for Care; Active Informatics, EMQC, CSW Group, Capita and Prospects Education Resources.

## Workshops

The three workshop sessions will focus on a range of practical approaches:

### • **Apprenticeships: What should we tell parents and carers? Employers, teachers and young people?**

This workshop provides a perspective on the development of Apprenticeships. Delegates will learn about the approaches taken by one Local Authority to raise awareness of Apprenticeships as an alternative to University. The session will include:

- Strategies introduced to increase the take-up of Apprenticeships
- Introducing the student self-development apprenticeship resources into the 16-19 Study Programme
- Tactics introduced to bring Apprenticeship employers in direct contact with parents
- Tried and tested ways to secure the SMEs. (Mary Hurlstone, 14-19 Progression Manager)

### • **Developing effective engagement with employers – a partnership approach**

This workshop will draw on the work of Education Business Partnerships to explore employer engagement (Gary Forrest, National Coordinator, EBPn)

### • **Promoting careers learning through STEM subjects -**

This workshop will cover the background and rationale for promoting STEM careers learning through STEM subjects. Sue will focus on how you can work with STEM teachers to enable them to provide appropriate careers learning through their subject teaching, providing pupils with a clear understanding of the opportunities that STEM learning can open to them. (Sue Barr, Career Education Consultant)

### • **Supporting pupil use of social media for career development**

This workshop is designed to help career educators gain a better understanding of how social media can play an essential part in a relevant and up-to date careers programme. It will help individuals and organisations address issues around the use of social media in education by exploring the following themes:

- To promote the use of social media within a careers programme considering how it can be used to facilitate self-development, as a platform to explore opportunities in learning and the world of work and its role in modern-day career management.
- To help participants fully appreciate the potential implications of social media usage on learners' career prospects.

(John Ambrose, Lincolnshire's CEIAG Team)

### • **Using LMI to improve the design and delivery of your careers programme**

Andy Gardner will look at the who, what, why, when, where and how for Central London Careers Hub and argue that Career Development Professionals can only begin to improve their careers programmes if they have up-to-date knowledge on what is happening in the labour market.

### • **Strengthening employer engagement as part of careers work – Reviewing and evaluating programmes**

This workshop will be a practical session using the CDI Framework and PSHE programmes of study to review and evaluate economic well-being aspects of careers programmes. This workshop will be of particular interest to delegates working towards or re-accrediting their local quality award for CEIAG. (Debbie Godwin CEIAG Consultant)

## Venue

The Royal National Hotel,  
Bedford Way,  
London  
WC1H 0DG

### Phone

0207 6372 488

### Bus

London Buses stop near all the hotels. Airport transfers are available from the front of each hotel organised through the porters (payable locally).

### Underground

Russell Square station on the Piccadilly Line is close to all the hotels and stops at Heathrow Airport, Covent Garden, Leicester Square, and Knightsbridge (Harrods).

### Train

King's Cross, Euston and St. Pancras Stations are a short walk from the hotels.

### Car

There is underground (pay) parking at the Imperial, Royal National, President and Bedford Hotels.

## Booking information

£145 + VAT for CDI Members

£195 + VAT for non-members

£264 inc VAT – price for 12 months membership *plus* attendance at this event

£60 + VAT student members of CDI (places limited to 4)

Please book your place through our online events system – <http://www.thecdi.net/Skills-Training-Events>

## Conference Team

### Community of Interest for Career Education:

The Career Development Institute launched the community of interest in September 2014 to support the needs of all who are involved in the planning, writing, delivery, research and training aspects of **careers and work related education** for young people.

The community aims to:

- promote the voice of career education
- be the 'go-to' organisation for career education professionals working in schools and colleges
- develop, share and disseminate career education resources
- strengthen professional learning and development opportunities for staff and practitioners working with young people.



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