

NATIONAL CAREERS LEADERS' CONFERENCE 2023



TUESDAY 27 JUNE
UNIVERSITY OF DERBY
KEDLESTON ROAD CAMPUS

Event Programme

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Contents

Foreword

3

Keynote Speakers

4

Schedule for the Day

5

Conference Programme

6

Exhibitor Information

9

Foreword

Welcome to the 6th National Careers Leaders' Conference and Exhibition, hosted by the CDI and iCeGS at the University of Derby. We are looking forward to our second face-to-face event since the pandemic and excited for another day of informative and engaging discussions.

The conference is an amazing opportunity for Careers Leaders, Careers Advisers, Hub Leads and Enterprise Coordinators to learn about the latest developments in careers education and hear the experience of colleagues who have enhanced their careers programmes in primary, secondary and SEND schools, as well as colleges.

This year's theme is 'The Gatsby Benchmarks and Beyond: Developing and Evidencing Impactful Careers Programmes', exploring the range of possibilities in developing high-quality careers programmes that enable students to take their next steps with confidence and retain career management skills throughout life.

The agenda covers three aspects that we feel are critical to embedding a successful careers programme: Enhancing Quality, Evidencing Impact and Engaging with Stakeholders.

We are delighted to have David Andrews and Kelly Spence giving keynote talks, as well as Ryan Gibson reflecting on his work in an interview with Nicki Moore. We have a great discussion panel chaired by Nicola Hall and a selection of excellent workshops covering many more specific areas. We are hugely grateful to all our speakers for giving their time so generously and are sure that you will come away with new ideas, practical insights and the tools you need to further raise the impact of your careers programmes.

We would like to thank Morrisby for their sponsorship of the conference and to all of our exhibitors who bring further opportunities for you to discover valuable support for your work. And of course, we'd like to thank the teams at the CDI, iCeGS and the University of Derby for all their work to make today another great event.

We hope you have an enjoyable and informative day, and look forward to saying hello in person.



David Morgan

Chief Executive, Career Development Institute



Nicki Moore

Senior Lecturer in Career Development, University of Derby

Keynote Speakers



David Andrews OBE

*Independent CEG Consultant, Visiting Fellow at University of Derby
International Centre for Guidance Studies (iCeGS)*

David Andrews OBE is a consultant, trainer, researcher and writer specialising in career education and guidance. After an initial eleven years teaching in secondary schools in Hertfordshire and Cambridgeshire, including five years as head of careers at St Ivo School in the 'other' St Ives, he has spent the past 36 years, in various roles, supporting career education and guidance in schools and colleges through leading training courses, writing guidance materials, undertaking research and providing advice on policy and practice.

He has worked as an advisory teacher in Cambridgeshire Careers Service, an adviser and inspector with Hertfordshire County Council and, latterly, as an independent consultant.



Kelly Spence

Group Careers and Employability Lead, Outcomes First Group

Having started her career as an award-winning paediatric nurse, Kelly found her passion for careers guidance whilst campaigning for better relationships between universities and placement providers particularly within nursing. Her experiences led her to meet many education facilities struggling to provide effective guidance and opportunities to young people, especially within Special Education Needs (SEN).

Kelly joined Outcomes First Group as Group Careers and Employability lead in 2000 and her work across the 60 school and college settings supporting young people with SEN led to her being recognised as the Careers Leader of the Year 2022 at the UK Career Development Awards.



Ryan Gibson

Senior Adviser: Careers, The Gatsby Foundation

Ryan is the National Leader for CEIAG at Academies Enterprise Trust (AET), one of the largest school groups in England. He is responsible for the quality of careers education for 32,000 young people in 57 schools. Before joining AET, Ryan worked as a member of the Skills Team at the North East Local Enterprise Partnership, developing the education and skills agenda. In this role he established 'North East Ambition', a careers network of over 200 schools, colleges and businesses.

Between 2015-2019, Ryan led the very successful national pilot of the Gatsby Foundation's 'Good Career Guidance' Benchmarks in England and influenced the development of the new National Careers Strategy (Dec 2017), supporting the CEC with the national roll out of the Gatsby Benchmarks and the development of the national careers hub model. In 2017 Ryan was recognised as 'UK Career Educator of the Year' by the Career Development Institute.

Schedule for the Day

08:30-9:30	Refreshments, Networking, and Exhibition	Atrium
09.30- 10:20	Introduction and Keynote 1 David Andrews OBE Gatsby Benchmarks and Beyond.	OL2
10:30-11:10	Workshop Session 1	Breakout Rooms N502, N503, N506, N507, N508 and N509
11.10-11.40	Refreshments, Networking, and Exhibition	Atrium
11.40-12.30	Panel Stakeholder Engagement – Different Audiences.	OL2
12.40-1.20	Workshops Session 2	Breakout Rooms N502, N503, N506, N507, N508 and N509
1.20-2.00	Lunch, Networking, and Exhibition	Atrium
2.00-2.40	Keynote 2 Kelly Spence, Careers Leader of the Year 2022. Work on Introducing Careers Leaders' Activities in a MAT of 50 Primary, Secondary and Colleges Supporting SEN Students.	OL2
2.50-3.30	Workshops Session 3	Breakout Rooms N502, N503, N506, N507, N508 and N509
3.30-4.00	Refreshments, Networking and Exhibition	Atrium
4.00-4.50	Keynote 3 An interview with Ryan Gibson: Gatsby Review - the Next 10 Years.	OL2
4.50-5.00	Closing Session	OL2
5.00-5.30	Networking	Atrium

Conference Programme

09.30 am



Welcome and Introduction
David Morgan & Nicki Moore

09.40 am



Keynote 1
David Andrews OBE

Gatsby Benchmarks and Beyond - Why it's #SoMuchMoreThanTalkingAboutJobs. What he has Seen Change and Looking Forward.

Independent CEG Consultant, Visiting Fellow at University of Derby International Centre for Guidance Studies (iCeGS) and co-author of The Careers Leader Handbook.

David is co-author, with Tristram Hooley, of The Careers Leader Handbook, a revised and updated edition of which was published by Trotman in November 2022. In 2019 he published a second edition of his 2011 book on Careers Education in Schools. In 2018 the CDI recognised David's work with The Rodney Cox Lifetime Achievement Award.

10.30 am

Workshop Session 1

Choose one 40 minute session from

1

Layers of Quality

Jo Seward & Mandy Green, Career Professionals with combined experience of 45 years. Room N509

2

Using National Data to Evidence Local Impact

Laura Hawksworth, Head of Policy and Impact, The Careers & Enterprise Company. Room N503

3

Missing the Maths Lesson - Debunking Myths Around the Careers Interview

Erica Rowell, Director RGG Associate & **Sam Homewood**, Career Development Practitioner. Room N502

4

Reforms to Technical Education: How the System Supports Progression

Natasha Watkinson, Project Manager at Gatsby Charitable Foundation. Room N507

5

Enhancing Quality Through the Use of Data: Using Morrisby Tracker to Support and Track the Development of a Whole-School Careers Programme

Rebecca Auterson, Head of Careers at Nottingham High School. N508

11.10 am Refreshments, Networking, and Exhibition

11.40 am



Panel Session

Nicola Hall - Panel Chair

Director of Education, Careers & Enterprise Company

Panellists:

April Booker, Assistant Head Teacher, SGS Forest High School

Catherine Jones, Royal School for the Deaf, Derby

John Morrison, Careers Leaders/Head of Careers and Careers Adviser, Aquinas College

12.40 pm Workshop Session 2

Choose one 40 minute session from

1

Career Readiness – Talking the Talk, or Walking the Walk?

John Ambrose, Company Designated Partner and Strategic Director, Complete-Careers LLP. Room N509

2

Raising CEIAG Expectations in a Multi Academy Trust via the Quality in Careers Standard (including primary, secondary, FE and special)

Kathryn Lea-Williams, Director of CEIAG for Co-op Academies Trust. Jo Sykes Lead C&K Careers. Room N507

3

Preparing Students to Thrive in a Net-Zero Future

David Blackmore, Head of Sustainable Careers, WWF-UK. Room N503

4

Enhancing the Quality of Careers Provision Through Effective Parental Engagement in Careers

Isabel Hutton, Senior Strategic Development Manager, The Careers & Enterprise Company. Room N502

5

Supporting the Transition from Year 6 into Year 7

Janet Hutchinson, Complete-Careers LLP Partner Tracey Taylor, Senior Career Practitioner, Complete-Careers LLP- Room N506

6

How to Expand your Employer Network and Build a More Impactful Work Experience Programme

Charley Fowler - UK Education Lead and Area Manager for unifrog. Room N508

1.20 pm Lunch, Networking, and Exhibition

2.00 pm



Keynote 2

Kelly Spence, Careers Leader of the Year 2022

Work on Introducing Careers Leaders' activities in a MAT of 50 Primary, Secondary and Colleges Supporting SEN Students.

2.50 pm

Workshop Session 3

Choose one 40 minute session from

1

How to use a School Improvement Plan to Deliver Quality CEIAG Provision
Alyce Harris, Pathways and Employability Lead, Shenley Brook End School. Room N509

2

Lies, Damned Lies and Statistics – Using Data to Enhance Careers Provision
Alex Parsons-Moore, Director of Achievement, Nicholas Chamberlaine School. Room N503

3

Getting to Grips with Local LMI: Finding the Info and Being Creative
Helen Janota, Careers and labour market information consultant. Room N502

4

A Careers Strategy to Support Whole College Improvement
Alison Sadler, National Education Development Team, Careers & Enterprise company. Room N507

5

Are We Promoting all Pathways with Equity? The Importance of Evaluation and Learner Voice in Assessing the Impact of Activities to Meet Gatsby Benchmark 7
Yvonne Ashby, Head of Careers, Wootton Academy Trust. Room N506

6

Preparing Students for the Use of Career Chatbots in an Age of Generative AI
Dr Chris Percy, Director, CareerChat UK Ltd
Lauren Croll, Associate, CareerChat UK Ltd. Room N508

3.30 pm

Refreshments, Networking, and Exhibition

4.00 pm



Keynote 3

Ryan Gibson - Senior Adviser: Careers, The Gatsby Foundation

An interview with **Ryan Gibson** - Gatsby Review - the Next 10 Years.
Hosted by **Nicki Moore**.

4.50 pm



Closing Session

David Morgan & Nicki Moore

Exhibitor Information

Headline Sponsor and Exhibitor



With built in lessons that cover the CDI Career Development Framework and tools to log activities against Gatsby Benchmarks, Compass+ and SkillsBuilder steps, Morrisby is the quality option in careers platforms.

The Careers & Enterprise Company (CEC)

The CEC is the national body for careers education in England, supporting schools and colleges to deliver modern, 21st century careers education. Our mission is to help every young person find their best next step.

Our work includes:

- Training and supporting Careers Leaders
- Bringing employers, educators and providers together through our network of Careers Hubs
- Sharing practical digital tools and resources



CareerSense

CareerSense is NatWest Group's Employability Education Programme aimed at improving employability prospects for the future workforce. It's completely free and designed to support secondary teachers with careers education.



CareerSense offers three curriculum-linked Workshops, CareerSense Dream Bigger, Exploration Workshops and Find Your Potential.

The resources are:

- Free, flexible and easy to use
- Perfect for students aged 13-18
- Fully resourced – including lesson plans
- Designed to help you reach the Curriculum for Excellence Benchmarks

Into Film

Into Film champion the vast spectrum of careers opportunities in film, cinema and moving image and host inspiring, inclusive, creative experiences to illustrate what's on offer across the industries.

Into Film is a free film education charity funded by the BFI, NI Screen and Cinema First to ensure that educators across the UK can use film to inspire and engage young people.

As well as our careers programme the Into Film offer includes:

- Downloadable resources
- Educator CPD and online training platform
- Into Film+ our free streaming service
- Filmmaking resources and competitions
- Into Film Festival – a free film festival taking place every November



Ixion - Learning and Skills

We are proud to be able to accredit the national Quality in Careers Standard through Ixion which is designed to accredit good practice and encourage development in careers education, Information, Advice and Guidance in schools, academies, college, special schools and smaller units.

Our Career Development Professional qualifications ensure you are providing the most up-to-date Career Education Information Advice and Guidance to support individuals starting out in their career, changing their career or breaking down barriers.

NHS Health Careers

NHS Health Careers supports people to consider a career in the NHS, whether on the frontline as a nurse or podiatrist, or behind the scenes in a support role. There are more than 350 careers available in the NHS and each one makes a difference from day one.

There's something for everyone and we have apprenticeships, support roles, blended degrees and career progression opportunities.

Our websites have all the information you and your clients need to know about careers in the NHS, as well as careers quizzes and competitions. And keep an eye on our social media for details of events and live Q&As.

Ponder

The Ponder Program is an innovative career education program designed to engage students and build career management competency through positive conversations in the classroom. Used in over 200 schools across the world, Ponder makes it easy for any school to teach essential career management skills, and is based on international best-practice including the CDI's Career Development Framework. Our strengths-based program encourages students to reflect, and draws on the six Career Clusters to broaden horizons.

RateMyApprenticeship

RateMyApprenticeship is dedicated to helping young people consider their career options after school or college. With over 40,000+ reviews from school and college leavers who have completed an apprenticeship or similar scheme, students can find out what it's really like to do an apprenticeship with the UK's Top Employers.

The Talent Foundry

The Talent Foundry aims to increase social mobility by helping young people from underserved backgrounds discover what they are amazing at, develop valuable new employment skills and take that first step into the world of work. The work we do with young people in underserved communities responds directly to the challenges and barriers they face. We give them the tools to develop the skills to take their future into their own hands and be independent, active citizens.

Trotman Indigo

In the 50+ years since we first started out, Trotman has grown to become a renowned publisher with a wide range of titles written by leading contemporary careers education influencers. Since 1969 our aim has been to help students get

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part of Shaw Trust

NHS



the career they want; our books and careers website Indigo are designed to support them in making informed choices about their futures, and also to aid careers education professionals in providing first class careers guidance.

Unifrog

Unifrog is the complete whole-school destinations platform.

Our mission is to level the playing field when it comes to students finding and applying successfully for the best opportunities for them. We want to revolutionise CEIAG so that every student - regardless of background - finds their best next step.

We bring all the available information into a single, impartial, user-friendly platform to help students make the best choices, and submit the strongest applications. We also empower teachers to manage the progression process effectively to make sure Unifrog has a genuine impact in each of the 2,600 schools we work with.

Career Development Institute (CDI)

The Career Development Institute (CDI) is the UK's professional body for all aspects of career development, supporting our members to work to the highest standards and championing the profession. We set standards for professional practice, including the CDI Code of Ethics, which are recognised by government and we manage the UK Register of Career Development Professionals. We award the Qualification in Career Development and deliver training through the CDI Academy for those looking to enter the sector and progress in the profession. We also offer the CEC funded training for Careers Leaders. We provide resources, training events and networking for our members to enable them to continually develop.

University of Derby – The International Centre for Guidance Studies (iCeGS)

iCeGS is an applied research centre specialising in career development and employability, established in 1998.

Our research centre has expertise in career development and widening access. The Centre conducts research, provides consultancy to the career sector, offers a range of training and delivers a number of accredited learning programmes up to and including doctoral level.

The Centre employs a team of researchers with a range of academic and professional backgrounds and works closely with a network of research associates and partners who contribute specialist knowledge and capacity. iCeGS has a strong ethos which connects our research to policy and practice.



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