



Work Inspiration – Conference

Wednesday 5 October

Full day	08.00 – 15.30	£150.00
Big Conversation – Morning	08.00 – 12.30	£90.00
'How to' Seminars – Afternoon	13.30 – 15.30	£90.00

Young people, apprentices and employers will come together for the second anniversary of 'Work Inspiration', the campaign that transforms the quality of work experience, delivered by Business in the Community (BITC). This will be both a celebration of the impact that inspiring introductions to the world of work have on the future workforce, and a call to action for more employers to deliver more high quality placements. The day is in two parts; the Big Conversation is run in the morning and then a series of 'How to' seminars run in the afternoon.

Work Inspiration - The Big Conversation

08.00 – 12.30 £90.00

The Work Inspiration campaign aims to better prepare young people for employment and bridge the transition between the classroom and the world of work by turning work experience into 'Work Inspiration'.

The purpose of the Big Conversation is to encourage employers, apprentices and young people to discuss work experience and employability skills – the business case, the drivers for young people, the opportunities and barriers – and how to make introductions to the workplace meaningful, relevant and inspiring. For the first time, apprentices will join CEOs and young people in a Big Conversation to share their stories of progression in the workplace and the opportunities that vocational routes offer.

Programme

08.00 – 09.00	Registration and refreshments
09.00 – 10.30	The Big Conversation – Part One, Lucy Adams, Director Business Operations, BBC
10.30 – 11.00	Tea and coffee break
11.00 – 12.30	The Big Conversation – Part Two, Sir Michael Rake, Chairman, BT Group Plc
12.30 – 13.30	Lunch

Conference Chair is Tim Campbell, Founder, Bright Ideas Trust. Winner of the first series of Alan Sugar's television programme, Apprentice.

Work Inspiration - 'How to' Seminars

13.30 – 15.30

£90.00

A selection of seminars by employers for employers. These seminars will address key topics and issues related to developing current and future skills and the delivery of valuable and engaging work placements for both the employer and young person. *Three seminars are run concurrently across two time slots so when booking please select one seminar from 'round one' and one from 'round two'.*

Seminar sessions: Round one

13.30 – 14.20

Session 1A Richard Earp, Education & Skills Manager, National Grid Enthusing & engaging tomorrow's workforce

13.30 – 14.20

Engaging and enthusing your future workforce is key to ensuring that you have the right skills in place to address your future needs. Addressing this with your community and education work is a way of increasing awareness and knowledge more broadly to ensure that you have the right people coming into your business in the future.

Session 1B Ann Brown, UK Human Resource Director, Capgemini UK Plc

13.30 – 14.20

Engaging your workforce through 'Work Inspiration' placements and apprenticeships

Companies find that their existing staff engagement and skills development benefits greatly from their involvement in Work Inspiration placements, apprenticeships and other initiatives where there is opportunity for passing on, and developing skills and awareness. How can you ensure that your existing staff are utilised in a motivating and engaging way?

Session 1C Amanda Brady, Human Resource Director, Whitbread Hotel & Restaurants

13.30 – 14.20

Creating a learning culture

To fully enable existing and new employees to develop and grow, an organisation should be set up to recognise, inspire and enable learning, at all levels. In strategic partnership with operations, the Whitbread HR team has transformed resourcing, learning, development and progression, unlocking talent, energy and ambition in future facing individuals. Hear how they did it.

Session 1D Bradley Lightbody, Director of Training, Collegenet

13.30-14.20

Diamond Lesson Plan: applied learning

How to deliver engaging theory lessons that draw all into active participation and promote the development of employability skills.

Refreshment break

14.20 – 14.35

Seminar sessions: Round two

14.35 – 15.25

Session 2A – Jo Taylor, Head of Learning & 4Talent, Channel 4

14.35 – 15.25

Inspiring home-grown talent

Investing in the skills of your organisation's current and future workforce by engaging with local schools and communities helps to address local issues and needs, as well as inspiring the talent that your organisation needs. How do companies inspire and manage home-grown talent? How is access to your industry being broadened? A masterclass explaining 4Talent's kick start programme, what they have learnt and achieved and why it is important.

Session 2B - Squadron Leader Glyn Dean, SO2 Concepts, Royal Air Force (RAF)

14.35 –

15.25

Busting the gender stereotype: The RAF Journey

With a workforce of 38,000, 50% employed technically and only 14% female, the RAF developed a Gender Recruitment Strategy to improve female recruitment into technical specialisations. The programme focuses on the need for initial engagement with girls around the age of 13 followed by regular sustainable contact to deepen their interest in a (STEM) career within the Royal Air Force (RAF).

Session 2C Claire Ford, Employee Support Manager, Marks & Spencer 14.35 – 15.25
Breaking barriers to employment for young people

A focus on the most effective interventions that businesses can make to improve the employability prospects of disadvantaged young people. M&S will share experiences from their Marks & Start employability programme, through which they work with charity partners to provide disadvantaged people with training, work experience and support to improve their chances of finding employment. The session will include practical guidance to help companies to develop appropriate programmes and partnerships, and a Q&A session to share best practice.

Session 2D Chidi Okolo, Head of Education, WorldSkills London 2011 14.35 – 15.25

Learning outside the classroom : using applied learning methods to raise attainment

This seminar will provide leaders and practitioners in education with an understanding of how applied learning can lead to significant improvements in the mastery of knowledge and skills and subsequently lead to improvements in academic performance. It will focus on the development of the WorldSkills London 2011 Education Experience and will present the practical application of applied learning in the development of an education programme for students from age 7-19. The seminar will detail the approach to resource development, the applied learning curriculum and identify assessment strategies used in context.