

**Policy  
Review**

# National Conference Graduate Employability

## Going beyond the BA

Wednesday 30th March 2011, Westminster Studio, London SW1

Speakers include:

### **Paul Marshall**

Executive Director, **1994 Group**

### **Jane Artess**

Director of Research, **Higher Education  
Careers Service Unit (HECSU)**

### **Anne-Marie Martin**

Director, Careers Group, **University  
of London**; President, **Association of  
Graduate Careers Advisory Services  
(AGCAS)**

### **Alison Clark**

Director, **National Association of  
Student Employment Services  
(NASSES)**

Supported by:



**Universities UK**

**1994 group >**



**Live and on-demand on [policyreview.tv](http://policyreview.tv)**

Recent graduates, described in the press as 'Generation Crunch', have found it more difficult than ever to gain traditional graduate jobs. How can you give your graduates a vital competitive edge in an increasingly difficult job market?

With employability statements now available to the public, applicants for 2011 will be factoring this data into their choice of institution. Universities and colleges will need to focus on publicising as well as developing their employability programmes if they are to continue attracting high-calibre applicants.

This national conference will explore what leading universities and employers are doing to address graduate employability. Join us for the opportunity to explore the schemes and skills employers value most, and to discuss innovations, funding streams and best practice in developing students' employability with senior representatives from universities, colleges and industry.

For more information please visit:

**[www.neilstewartassociates.com/jb302](http://www.neilstewartassociates.com/jb302)**

Produced by:

**nsa**  
neil stewart associates



**Can't get to London?  
Attend our networking  
satellite conference**

Please see inside for more details  
or visit the website

**CPD  
CERTIFIED**  
The CPD Certification  
Service

# Agenda (subject to change)

09:00 Registration, refreshments and exhibition

## Session One:

 Available on policyreview.tv

### Setting the scene

- 10:00 Chair's opening remarks
- 10:10 Graduate destinations: results from the Futuretrack study  
**Jane Artess**, Director of Research, Higher Education Careers Service Unit (HECSU)
- 10:30 Enhancing and formalising your employability programme  
**Paul Marshall**, Executive Director, 1994 Group
- 10:50 Questions and discussion
- 11:00 Keynote address  
Check website for speaker updates

11:15 Refreshments, networking and exhibition

## Session Two:

 Available on policyreview.tv

### Gaining a competitive edge

- 11:45 Employability and graduate employment: developments in public information  
**Paul Hazell**, Policy Adviser, Skills Policy Team, Higher Education Funding Council for England (HEFCE)
- 12:05 Different models for enhancing employability  
Three case studies from leading institutions, followed by an in-depth panel discussion
- 1 Designing a formal award programme  
**Dr Frances Laughton**, Director of Teaching and Resources, University of Bath
  - 2 Centralised and shared careers services  
**Anne-Marie Martin**, Director, Careers Group, University of London and President, Association of Graduate Careers Advisory Services (AGCAS)
  - 3 Recognition of students' strengths and skills  
**Anne Wilson**, Head of Careers, University of Warwick

13:00 Buffet lunch, networking and exhibition

## Session Three:

 Available on policyreview.tv

### The skills employers need

- 14:00 What employers want from graduates  
Three case studies, followed by an in-depth panel discussion
- 1 An overview of graduate employment prospects  
**Gary Argent**, Business Operations Manager, Association of Graduate Recruiters (AGR)
  - 2 Core competencies and commercial awareness  
**John Kerr**, Managing Partner, Talent, Deloitte LLP
  - 3 The value of graduates to employers  
**Donna Miller**, European HR Director, Enterprise Rent-A-Car; Board Member, AGR
- Panellists to be joined by:  
**Julie Mercer**, Head of Education, Deloitte LLP
- 15:00 Working as you learn: integrating student jobs into employability initiatives  
**Alison Clark**, Director, National Association of Student Employment Services (NASES)
- 15:15 Questions and discussion

15:30 Refreshments, networking and exhibition

## Session Four:

### Key issues seminars

- 15:50 Delegates should choose to attend one seminar from the list below. Seminars are designed to be interactive and participatory in nature. Places are allocated on a first-come, first-served basis and are subject to maximum capacities.
- A Successful professional placements  
**Dr Keith Pond**, Director of Learning and Teaching, School of Business & Economics, Loughborough University
  - B Internationalisation of the curriculum: producing global citizens  
**Professor Elspeth Jones**, International Dean and Professor of the Internationalisation of Higher Education; Co-Director of CAPRI (Centre for Academic Practice and Research in Internationalisation), Leeds Metropolitan University

16:30 Close of conference

Register online today:

[www.neilstewartassociates.com/jb302](http://www.neilstewartassociates.com/jb302) / Tel: 020 7324 4330 / Fax: 020 7490 8830

## Purpose of the Conference:

### Specifically this conference will:

- Examine the use of a University Personal Development Planning System and **formal award schemes** for employability
- Look at **how to prepare students for new ways of working**, including portfolio careers and self-employment
- Look at enhancing the value of students to employers – **the value of work-based learning** and work placements
- Explore the links between **developing students' entrepreneurial capabilities** and their employability
- Understand how government and HE institutions can target training and development, and prepare graduates to meet the needs of **SMEs and the public sector as well as large multi-national companies**
- Look at how employability training and development can be managed through **sharing services or outsourcing**
- Hear where **the higher level skills gaps are, now and in the future**, and what universities and colleges need to do now to respond effectively
- Highlight the opportunities in various subjects for gaining **international experience**, the value of this to employers, and the importance of producing graduates who are 'global citizens'
- Explore the value of **'working while you learn'**: how this experience can be acknowledged and accredited, and the likely increase in demand for student jobs in line with increased tuition fees.

## Who should attend:

### From Education

- Vice-Chancellors
- Pro Vice-Chancellors, Curriculum Development
- Pro Vice-Chancellors, Student Experience and Services
- Pro Vice-Chancellors, Teaching and Learning
- Deans and Heads of Departments
- Guild HE members
- Further Education Principals and Directors
- Business Development Managers
- Business School Deans
- University Teaching and Learning Centres
- Curriculum and qualifications organisations
- Credit Awarding Bodies
- Consultancies and advisory services

### From business

- Graduate Recruiters
- Human Resources Directors
- Recruitment Directors
- Training Directors
- Careers Guidance
- Professional Associations
- Local Education Authorities
- Trade Associations

- Business Links, Chambers of Commerce
- Placement Organisations

### From the following organisations

- UKCES
- AGCAS – Association of Graduate Careers Advisory Services
- AGR – Association of Graduate Recruiters
- ASET – Association for Sandwich Education and Training
- CRA - Centre for Recording Achievement
- Centres for Excellence in Teaching and Learning
- Graduate into Employment Unit
- Graduate Prospects
- Association of Learning Providers
- The Higher Education Academy
- Higher Education Statistics Agency
- Labour Market Trends, Office for National Statistics
- National Council for Graduate Entrepreneurship (NCGE)
- National Council for Work Experience
- QAA
- Shell Step Programme
- CBI

## Sponsorship and Exhibition Opportunities

To find out more about the bespoke packages on offer please contact **Yvonne Le Roux** on **020 7960 6857** or e-mail **yvonne.leroux@neilstewartassociates.co.uk**



## Can't attend? Time poor? Diary clash?

### Attend a regional satellite conference near you

#### Can't get away, can't afford the time or full cost? Need network feedback? Attend a regional satellite conference!

- See and hear all the speakers and interact remotely
- Receive all the back-up papers and research
- Network with your peers, benchmark your own work and make contacts for follow up
- Environmentally friendly option

Attending a satellite conference costs just **£195.00 + VAT** (£234.00). See the conference website for locations near you or complete the booking form.

### Host your own satellite conference:

- Become our local partner
- Policy Review works with regional and local partners to create a satellite conference featuring the live conference broadcast and debate relating to your region
- Could you benefit from hosting a satellite event?
- If you have a lecture theatre, council chamber or board room with simple internet and projection you could be our local partner

For more details contact **Natasha McDonough** by email: **natasha.mcdonough@policyreview.tv**

### Watch online

#### Keep up to date with the policy insight you need

- Broadcast exclusively on Policy Review TV - watch the conference live or later on-demand
- Fully interactive - watch live and submit questions, just like a delegate
- Ultimate conference reporting, watch the full online presentations after the event
- Your own expert video library to keep – ideal for management and staff briefing
- Unique insight into the choices and dilemmas policy makers and managers face
- Find out how your peers are solving the policy challenges you face
- You save on travel, cost and time

The live broadcast and access to the video archive costs just **£99 + VAT** (£118.80)

# National Conference Graduate Employability

## Going beyond the BA

Wednesday 30th March 2011, Westminster Studio, London SW1

## To Register

Please photocopy this booking form for additional delegates.

Complete all relevant sections of this form and either:

 **Fax:** 020 7490 8830

 **Online:** [www.neilstewartassociates.com/jb302](http://www.neilstewartassociates.com/jb302)

 **Post:** Neil Stewart Associates Ltd, 10 Greycoat Place,  
Westminster, London SW1P 1SB

Alternatively call us on **020 7324 4330** or email us at  
**customer.services@neilstewartassociates.co.uk**

## Delegate Information

jb302

Title (Mr/Ms/Dr/Prof/Other)

Full Name

Position

Organisation

Sector:  Health  Social Care  Central/Regional Government  Local Government  Education and Skills  Commercial  
 Non Departmental Public Body / Association or Membership Organisation  3rd Sector Organisation  Criminal Justice

Email

Address

Postcode

Tel No.

Direct Line? (Yes/No)

Fax No.

Training Manager

Email

I have read and agree to the terms and conditions below

Signature

**HOW TO PAY** Please tick the relevant box below

Invoice Please send an invoice to:

Purchase order number (if relevant)

Cheque I enclose a cheque for £ made payable to Neil Stewart Associates Ltd

Credit Card We can accept the following credit cards:



Please debit: £ from Mastercard/Eurocard/Visa/Maestro/Delta

Card No: Expiry date of card:

Maestro Issue No:

Name (as on card):

Issuing Bank:

Cardholder's address:

Postcode:

Signature:

**ADDITIONAL REQUIREMENTS** Please indicate any additional requirements below

## Delegate Rates

Please select the relevant rate from the list below

### Full Rate -

Commercial Sector

**£599.00 + VAT** (£718.80)

### Reduced Rate -

Universities, Colleges, Local Authorities, Central Government  
Departments and Agencies, Non Departmental Public Bodies and  
other Public Sector Organisations

**£389.00 + VAT** (£466.80)

### Supported Rate -

Voluntary Organisations, Trade Unions

**£240.00 + VAT** (£288.00)

The above fees include all day access to the event, available  
conference papers, buffet lunch and refreshments, for registered  
delegates only. Fees do not include travel costs or accommodation.  
**Shared places are not permitted.**

## Seminar Selection

You may attend one seminar in Session Four.

Places are allocated on a first-come, first-served basis.

Please circle your choice below:

### Session Four:

Seminar      A              B

## Live viewing

I am unable to attend this event in person please register me for:

Live streaming at **£99.00 + VAT** (£118.80)

## Satellite conferences

**£195.00 + VAT** (£234.13)

For further details email: [natasha.mcdonough@policyreview.tv](mailto:natasha.mcdonough@policyreview.tv)

## Terms and Conditions

This booking form constitutes a legally binding agreement. Payment must be received in full before the event. We are not responsible for the non-arrival of confirmation documents: if, by 7 days prior to the conference, you have not heard from us, contact us using the phone number on the brochure. All available conference material including documents, podcasts and in some case films are made available to delegates after the event therefore we do not accept cancellations, whole or in part. Substitutions will be accepted if notified in writing prior to the event, non-arrivals will be liable for the full fee.

All our conferences are recorded and the content is made available on [www.policyreview.tv](http://www.policyreview.tv). If you do not wish to be filmed, your voice recorded or your photograph taken please email [customer.services@neilstewartassociates.co.uk](mailto:customer.services@neilstewartassociates.co.uk) giving your name and the conference you will be attending.

## Data Protection

The personal information you provide will be held on a database by Neil Stewart Associates Ltd. By registering for a conference, Neil Stewart Associates and its subsidiary companies can provide you with information relating to your booking and other services via email, direct mail, telephone or fax. If you do not want to receive this information please write to the Database Manager at Neil Stewart Associates. Your details may also be made available to other carefully selected companies.  
 Please tick here if you do not wish to receive information from third parties.

## Overseas delegates

Delegates from outside the UK who book to attend an NSA conference must send their remittance in time to clear funds no later than 2 weeks before a one day conference. Bookings from overseas delegates will be subject to the cancellation policy specified on the booking form.