



Government  
Events

# The National Graduate Employability Conference 2021

Tuesday 11<sup>th</sup> May 2021

Event Guide





## Logging into EventsAir

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Please [click here](#) for an example of how the online platform will look. Please also see a [video](#) explanation on how to log into and use EventsAir.

**[GOOGLE CHROME IS THE RECOMMENDED BROWSER FOR THIS EVENT. CLICK HERE TO DOWNLOAD GOOGLE CHROME](#)**

## Our Loyalty Discount

This discount entitles attendees to a 20% discount on any future conference being run by Government Events in the next 12 months. Please quote code Loyalty20 at the start of your booking.

## How to Claim Your CPD Points

Regarding CPD credits, it is the individual delegate's responsibility to evaluate their learning and record it appropriately into their CPD portfolios according to your institute's requirements.

For this Conference, you are entitled to 8 CPD points.



# Welcome Letter

Dear Delegate,

Welcome to The National Graduate Employability Conference 2021

With the Longitudinal Educational Outcomes data triggering an extensive discussion about 'high value' and 'low value' courses, graduate employability and careers services are in the spotlight, judged by students, policymakers, and employers alike. This critical landscape has been overlaid by Covid-19, and beyond that, Brexit, with many fearing a 'lost generation' of graduates due to the drying up of graduate schemes and graduate-level positions. This hostile job market is particularly difficult for disadvantaged students, who may not have the confidence or connections to take the next steps after University. Creativity in embedding employability into courses and providing excellent careers services will be essential to all higher education institutions looking to attract students to their courses in the years to come. Now is the time to evaluate and update your employability strategy, getting the best possible outcomes for your students in an increasingly competitive market.

- Careers services have become more embedded in the strategic role of the university, but this is often not accompanied by increased resources
- According to the Office for National Statistics (ONS), 31% of graduates in the UK are overeducated for the job they are doing
- Black graduates earn on average 23.1% less than white graduates as well as higher levels of unemployment amongst people from ethnic minorities in the UK
- 27% of graduate employers claim they will be recruiting less graduates after Covid-19

At The National Graduate Employability Conference 2021 you will hear the latest updates on graduate employability and the graduate job market from leading figures in policy and higher education. Explore innovative approaches to boosting graduate employability by hearing a range of case studies, including supporting disadvantaged students, increasing engagement with careers services, and identifying local skills gaps. Network with colleagues, exchange key challenges, and transform your employability strategy.

If you have any technical issues, please get in touch with our technical team through the support button at the top of the EventsAir platform.

We hope you have a rewarding and enjoyable day.

Yours Truly,

David Blake  
Government Events



# Agenda AM

- 09:00-09:50 **Online Registration**
- 09:50-10:00 **Chair's Welcome Address**  
Marc Lintern, President, AGCAS
- 10:00-10:20 **Keynote: Working Together to Enhance Graduate Employability: Confronting New Challenges**  
Dr Brooke Storer-Church, Head of Skills, Office for Students
- 10:20-10:40 **Keynote: Becoming an Anchor Organisation: Driving Graduate Social Mobility and Employability Locally**  
Jo Beaumont, Associate Director Student Services: Careers, Employability and Engagement, Bradford University
- 10:40-11:00 **Questions and Answers**
- 11:00-11:30 **Breakout Networking**
- 11:30-11:45 **Comfort Break**
- 11:45-12:05 **Case Study: Meeting Labour Market Demands: Integrating In-Demand Skills into the Student Journey**  
Professor Catherine O'Connor, Head of School of Communication, Business and Law and Institutional Lead for Learning, Training and Employability, Leeds Trinity University
- 12:05-12:25 **Case Study: Embedding Industry Experience into the Curriculum: Working with Employers and Building Practical Skills to Improve Outcomes**  
Maria Malone, Principal Lecturer for fashion Business, Manchester Fashion Institute, Manchester Metropolitan University
- 12:25-12:45 **Key Supporter Session: Helping Students Progress from University to Work**  
Jo Keeler, Managing Partner, Belbin
- 12:45-13:05 **Questions and Answers**
- 13:05-13:50 **Lunch Break and Networking**

\*Programme Subject to Change



## Agenda PM

- 13:50-14:20**    **Keynote: Employability in the Time of Covid: The Graduate Employment Landscape and Reshaping Career Guidance**  
Tristram Hooley, Chief Research Officer, Institute of Student Employers
- 14:20-14:40**    **Case Study: Employability for All: Focusing on Pre-Professional Identity Formation to Boost Inclusivity**  
Julie Fowlie, Deputy Head (Education & Student Experience), University of Brighton Business School  
Dr Clare Forder, Foundation Year Course Leader, University of Brighton Business School
- 14:40-15:00**    **Questions and Answers**
- 15:00-15:25**    **Breakout Networking: New Approaches to Careers Services**
- 15:25-15:35**    **Comfort Break**
- 15:35-15:55**    **Case Study: Social Mobility and Employability: Supporting Less-Advantaged Students into Top Jobs**  
John Craven, Chief Executive, upReach
- 15:55-16:15**    **Case Study: PROFILE: Gamifying Careers Support to Improving Graduate Engagement and Self-Awareness**  
Sarah Steed, Director of Innovation and Engagement, Norwich University of the Arts
- 16:15-16:35**    **Questions and Answers**
- 16:35**            **Close of Conference**

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## Key Supporter



[www.belbin.com](http://www.belbin.com)

Belbin Team Roles are used to identify behavioural strengths and weaknesses in the workplace. The original research was carried out in the 1960s and '70s at Henley Management College, and the resulting questionnaires, reports and knowledge have been used worldwide ever since.

Whether developing people, resolving conflict or fine-tuning high performance, Belbin Team Roles provide the language to ensure that individuals and teams communicate and work together with greater understanding. Not solely for management – Lecturers, Student Development Managers and Career and Employability Advisors use Belbin to increase student self-awareness, support academic performance and increase students' global employability.





# Speaker Biographies

## Jo Beaumont

### Associate Director Student Services: Careers, Employability and Engagement, Bradford University

Joanne Beaumont is Associate Director Student Services: Careers, Employability and Engagement at the University of Bradford. Her role includes strategic leadership for careers, employability and enterprise, managing the Career and Employability Service, and directorate leadership for equality, diversity and inclusion, student engagement, and external partnerships. Joanne's understanding and experience in the arenas of careers, employability, graduate employment, social mobility, inclusion, business engagement and partnership working have been developed over 30 years, working within public, private and 3<sup>rd</sup> sector organisations. Developing professional practice, partnerships, and structures to enable individuals to progress have been the core themes of her working life. Her most recent professional body appointment is to the ISE Diversity and Inclusion Task Group.

## John Craven

### Chief Executive, upReach

John has been actively involved in social mobility since founding the successful Cambridge University Shadowing Scheme in 1999, and has been CEO of upReach since January 2016. During that time, he has founded the Student Social Mobility Awards, REALrating and the Social Mobility Network. Prior to joining upReach, he spent 11 years in investment banking, and as a Lead Practitioner, taught Maths and Economics in state and independent schools.

## Dr Clare Forder

### Foundation Year Course Leader, University of Brighton Business School

Clare Forder is the Foundation Year Course Leader at Brighton Business School, leading and teaching students across three streams of Business Management, Law, and Accounting, Finance & Economics, as well as final year students. She focuses specifically on wellbeing, employability and professional development. Formerly the Deputy Industrial Placements Officer in the School, she helped students in their search for work placements during their degree. She supports student engagement activity within the Business School, leading on projects relating to students' career development. Her research interests include areas of employability such as pre-professional identity formation, wellbeing, using alumni as role models, and LinkedIn.

## Julie Fowlie

### Deputy Head (Education & Student Experience), University of Brighton Business School

Julie Fowlie is a Principal Lecturer and employability specialist (former Deputy Head for Education and Student Experience) at Brighton Business School. She is interested in improving the student experience, with a focus on helping students develop their employability. She leads a large (300 students) final year module where students design and run Development Centres, which other students attend as participants. Her research interests include the formation of pre-professional identity and how LinkedIn can improve self-efficacy, alongside success at work and university.

## Tristram Hooley

### Chief Research Officer, Institute of Student Employers

Tristram Hooley is Chief Research Officer at the Institute of Student Employers and Professor of Career Education at the University of Derby. He researches and writes about career and career development and has published eight books on these subjects including 'The Graduate Careers Handbook'. His forthcoming book is the Oxford Handbook of Career Development which will be published this year. He has worked all over the world and takes a strongly internationalist perspective in his work. He is committed to increasing dialogue about, and funding for, career development services and passionately believes that all individuals should be supported to develop their careers across their lifecourse. He is an editor of the Career Guidance for Social Justice website (<https://careerguidancesocialjustice.wordpress.com/>) and writes the Adventures in Career Development blog at <https://adventuresincareerdevelopment.wordpress.com/>.

## Jo Keeler

### Managing Partner, Belbin

As Managing Partner of Belbin UK, Jo manages strategic and operational activities – building the Belbin brand both in the UK and worldwide. In addition to these responsibilities, Jo works closely with Meredith Belbin and acts as his general sounding board.

When not managing the Belbin team, Jo works with teams and organisations to help them achieve their goals, and speaks to global audiences about teamwork, inspiring them to use the Belbin language and framework for lasting business and personal success. Jo has spoken at various conferences, is a regular podcast guest, and presents the Belbin Webinar Series.



## Marc Lintern

President, AGCAS

Marc is President of AGCAS (Association of Graduate Careers Advisory Services), the UK's expert membership organisation for Higher Education Careers Services, and for career development and graduate employment professionals. He is also Director of Student Experience at Newcastle University, a role which includes managing the University's award winning Careers Service. Having joined Newcastle University in 2013, Marc's experience over twenty years includes: embedding employability across institutions, increasing student placement opportunities, developing employability awards, developing programmes to increase social mobility and raise career expectations, and helping students recognise that starting their own business can be a viable career option.

## Maria Malone

Principal Lecturer for fashion Business, Manchester Fashion Institute, Manchester Metropolitan University

Maria has worked in higher education for 16 years; as Principal Lecturer for Fashion Business courses and staff for the Fashion Institute at Manchester Metropolitan University, Maria is responsible for around 800 students. In addition, she has an international profile as a guest lecturer in Canada, China and the USA. Maria is deputy chair of the Industry Committee for IFFTI (International Foundation of Fashion Technology Institutes).

Maria worked within the clothing industry for 20 years, having a key role within the head office of an international fashion retailer, managing a large team within the trading function. She travelled throughout the world appraising existing and potential suppliers as well as leading joint ventures in Japan and between major UK high street retailers.

Media contributor on fashion business related stories: BBC TV; Sky News, BBC radio 4; BBC World News TV & radio; Radio 5 Live; BBC Regional radio; plus published fashion news articles.

- Winner of the "Outstanding Teaching for Employability".
- Shortlisted for "Best Overall Teacher" in MMU.
- Senior Fellow of the Higher Education Academy
- Fellow of the Chartered Management Institute
- CMI HE provider 2020

## Professor Catherine O'Connor

Head of School of Communication, Business and Law and Institutional Lead for Learning, Training and Employability, Leeds Trinity University

Professor Catherine O'Connor is Head of the School of Business, Communication and Law at Leeds Trinity University and University Lead for Learning, Teaching and Employability. She has led work to engage with employers around labour market issues in Leeds and has developed a number of projects designed to look at how skills gaps can be addressed and presented on this in both academic and professional forums. Prior to joining Leeds Trinity in 2007, she spent 15 years working in local news media. Her research interests focus on how universities work with both students and employers to address labour market issues and how students can be given a voice as key stakeholders in this agenda.

## Sarah Steed

Director of Innovation and Engagement, Norwich University of the Arts

Sarah Steed is Director of Innovation and Engagement at Norwich University of the Arts, with responsibility for Careers and Employability, Business Start-up, Alumni Relations and Knowledge Exchange. Sarah leads a small team at NUA, chosen for their fresh, non-traditional, person-centred approach. The UCAS Buzz Quiz has recently revealed that she is a Sea Horse!

After a long career in Innovation in Fast Moving Consumer Goods, both in the UK and internationally, Sarah joined the HE sector in 2013 and has been creatively disrupting the world around her ever since. Her early work in integrating employability preparation into student experience was the subject of a Times Higher Award for Innovation and Excellence in 2015, and NUA Profile, the subject of her keynote address today is winner of a Guardian University Award in 2019.

## Dr Brooke Storer-Church

Head of Skills, Office for Students

Dr. Brooke Storer-Church is the Head of Skills at the Office for Students, with strategic responsibility for developing and managing activities within the Skills policy portfolio. Current work includes AI postgraduate conversion courses, building a mature students intervention strategy, shaping impact measures for student involvement in knowledge exchange, and developing interventions to expand nursing provision. Previous responsibilities include leading postgraduate policy and programmes (2014-2016), overseeing Government reviews of STEM provision (Shadbolt and Wakeham, 2015), launching the Degree Apprenticeship Development Fund (2016-2017), and leading assessments of the new IoTs on behalf of the Department for Education (2018-2019).





## Our Future Events

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to view our future events. These include:

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20<sup>th</sup> May 2021, Online

### [The Higher and Further Education Marketing and Communications Event 2021](#)

9<sup>th</sup> June 2021, Online

### [The LGBT+ in The Workplace Conference 2021](#)

22<sup>nd</sup> June 2021, Online

For any enquiries, please call 0330 0584 285 or email [Enquiries@governmentevents.co.uk](mailto:Enquiries@governmentevents.co.uk)



## Thank you for attending our conference.

We hope you found the day interesting and insightful. Speaker presentations will be made available to download on completing the post show survey which will be emailed to you within one week after the event.

Government Events, 71-75 Shelton Street, Covent Garden, London,  
WC2H 9JQ

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