



Engaging Employers on Employability & Skills

A One Day Workshop

Engaging effectively with employers is a critical element of most employment and skills programmes. Whether it be targeting job outcomes for the unemployed, or generating apprenticeship vacancies, the commitment and participation of employers is essential.

But in a tough economy, and with increasing competition, creating and maintaining effective employer relationships can be a challenge. This workshop from Carley Consult, aims to help demystify this challenge, sharing hints, techniques and best practice for building performance orientated employer relationships.

The workshop content has been informed and shaped through Carley Consult's history of working with a diverse base of employment, skills, and FE providers. In addition to open courses, we have successfully delivered this particular workshop on an-house basis for providers such as Employment Enterprise (Glasgow), Ellingham Employment Services (London), and Bristol City Council.

The workshop itself is delivered by Jim Carley FIEP, Managing Director of Carley Consult, who has 15 years of sector experience.

Workshop themes:

Researching & Qualifying Employer Leads

- Learning from existing employer relationships
- Defining eligible employers for your provision
- Researching, profiling and segmenting targets
- Using labour market analysis to inform strategy

Understanding Employer Needs & Behaviours

- Understanding needs from the employer's perspective
- Setting relationship goals
- Using diagnostics and Training Needs Analysis
- Corporate Social Responsibility: A help or a hindrance?

First Engagement with Employers

- Identifying the decision maker
- The context of "selling" to employers
- Developing a sales funnel and plan
- How employers make engagement decisions
- Reverse marketing techniques

Understanding Employer Needs & Behaviours

- Standing out: Features, Advantages & Benefits
- The Elevator Pitch
- Overcoming common objectives
- Engagement Hooks: Subsidies, Incentive & Value Add Messaging
- Using evidence, testimonials and case studies

Different Engagement Media and Channels

- Pros and cons of different channels & media
- Making communications eye-catching & persuasive.
- Engagement through intermediaries & partners
- The internet and social media

Account Management

- Co-ordinating different staff interactions with the same employer
- A No Wrong Door approach with other providers
- Cross-selling and up-selling
- Keeping relationships & managing disengagement risks
- Utilising CRM systems

Workshop Format:

The workshop involves a combination of practical and participative exercises, alongside group discussion and lively presentations.

Who Should Attend?

The workshop is aimed at anybody with a direct or indirect role in engaging and working with employers within the delivery of welfare-to-work and work-based-learning provision. This may include Employer Engagement Officers, Recruiters, In-Work Support/Aftercare Consultants, Personal Advisers / Consultants, Assessors, Centre/Branch Managers and Owner / Managers.

The workshop complements the learning themes of the Diploma in Employment Related Services (ERS) and is suitable for practitioners undertaking this qualification.

Engaging Employers on Employability & Skills is delivered on an open course basis or can also be provided on an in-house basis for Employer Engagement Teams. Email jshelley@carleyconsult.co.uk for further information.