



DIGITAL TECHNOLOGY CONFERENCE

16 & 17
September
2020



Institute of
Employability
Professionals

Headline sponsor



CHIEF EXECUTIVE'S FOREWORD



Welcome to the Institute of Employability Professionals' Digital Technology Conference - 'Employability in a Digital World'

If the Coronavirus pandemic has taught us anything it's the importance of digital technology and our reliance on effective, fast and reliable internet-based software. Without it the social, economic and environmental impact could have been even more devastating and that is almost impossible to imagine.

Many technology trends have accelerated during lockdown from those commissioned to help reduce the spread of the virus while helping businesses stay open, to technology that has helped make society more resilient in the face of the pandemic and other threats.

Technologies are playing a crucial role in keeping our society connected and functioning in a time of lockdown and quarantine and what is certain is that these technologies will have a long-lasting impact beyond COVID-19. Employability Practitioners have more than risen to the challenge, during these unprecedented times, adapting and changing to the requirements of the world we now live and work in.

Our Members have continued to support those who are furthest from the labour market, helping them on their employability journey. We will soon be entering a period never seen before with swiftly rising unemployment and a rapidly changing labour market that, following a significant period of decline is at threat of disruption at a moment's notice brought on by the possibility of further local or even national lockdowns.

There has never been a more important time for the sector to come together to help support the large numbers of people who will require our continuing support, many of whom may have real challenges around how to access and use digital technology. There is clearly also the issue of the 'digital divide' with many people unable to afford the cost of accessing such technology and with the majority of interviews and many jobs now being offered on a remote, online basis.

The Digital Technology Conference 'Employability in a Digital World', is our first online only event and is designed to give you practical advice and to offer an opportunity for practitioners to come together not just to learn but to network too. We have a range of expert speakers and responders, all leaders in their field, who will discuss and present their ideas around the technological advances and current challenges to help you understand and identify your own skills gaps and how to address them. Our main aim in bringing you this event is to help you gain some of the required tools to face these challenges and embrace the opportunities that digital technology presents, giving you insights on how to use this technology to do your job differently.

We hope you enjoy the event and look forward to seeing you again at the annual IEP Summit which takes place on 4th March 2021 at RSA House, London.

**Scott Parkin FIEP
IEP**



A WORD FROM OUR SPONSORS

CogniSoft have been a leading provider of web-based software solutions for government funded training, skills and employment service providers across England, Scotland and Wales for over 30 years.

Our approach is based on working in detail with our customers throughout their implementation and beyond, in order to deliver tailored systems that closely fit the customers' processes. Our experience helps us inform and shape this process to ultimately deliver systems that will work in practice. We have a great track record in designing and implementing effective database systems for some of the highest profile organisations in the UK, particularly in the area of employability.

“ The best employability programmes are the ones where practitioners stay with participants through thick and thin, supporting them throughout their journey into employment.

We are keen to highlight how technology can play a role in enabling practitioners to continue to do that in the world we now see ourselves in. Technology has an important role to play and is there to help practitioners do their job better.

We are looking forward to exploring many different options that are out there to help our sector at this time and support practitioners in the crucial job they do.

Steve Thorpe MIEP / Head of Sales and Marketing / CogniSoft



PROGRAMME

16th September

Seminar 1
10:15-11:00 **Jo Cook MIEP / Lightbulb Moment**
Non-Verbal Cues in Communication

Responder 1
11:15-12:00 **Matt Kingswood MIEP / The Digital College**
Driving Engagement Through Accessibility

Responder 2
11:15-12:00 **Maria Smith / Bounce Australia & Bounce USA**
Coaching With Purpose in a Digital World

Seminar 2
12:30-13:15 **Pamela Donnelly / PD Future Ready Learning**
Virtual Coaching With Impact

Responder 1
13:30-14:15 **Lucy Dunleavy MIEP / LearnBox & Erica Farmer / Welcome Two**
Experience Design; Virtual Classrooms to Creating Video Content

Responder 2
13:30-14:15 **James Chessum FIEP, Sak Awan FIEP, Stuart Duffey MIEP / The IEP Talent Academy**
How to have an effective online/digital presence when in a recruitment process

14:30-15:00 IEP - End of Day Networking Session

17th September

Seminar 1
10:15-11:00 **Dr Kylie Henderson FIEP / The Better Health Generation**
Health Delivery in the Digital Space

Responder 1
11:15-12:00 **Kevin Moore FIEP & Bob Kitchin / Big Dog Little Dog**
Digital Mental Health - What could POSSIBLY go wrong?

Responder 2
11:15-12:00 **Helen Lee MIEP & Emma Williams MIEP / 2SimplyLearn**
Digital Mental Health - A User's Guide to Getting Started

Seminar 2
12:30-13:15 **Andy Durman FIEP / EMSI**
Labour Market Information and Skills Analysis for Advisers

Responder 1
13:30-14:15 **Dan Howard FIEP / Skills Forward**
Fully Understand Your Customer

Responder 2
13:30-14:15 **Emma Cook FIEP & Steve Thorpe MIEP / CogniSoft**
People, Process and Technology

14:30-15:00 IEP - End of Day Networking Session

NON-VERBAL CUES IN COMMUNICATION

Jo Cook MIEP

Lightbulb Moment

We know how important reading body language is in any type of communication – but what about when it's different in a video call, or there's no visual at all in a remote classroom, or we are reading something on social media? It can feel like a huge amount of what we normally rely on has been taken away from us and there's nothing to replace it.

This is where live online learning expert Jo Cook will discuss non-verbal cues in communication. This session will cover:

- The challenges we face in modern remote communication
- Introduction to Digital Body Language
- Apply Digital Body Language to the different ways we communicate
- Discuss examples across remote classrooms, forums and social media



Jo Cook is a speaker, instructional designer and classroom facilitator who specialises in virtual classrooms, webinars and live online learning technology. Jo's passion is in helping and supporting teams, professionals and organisations embrace the benefits of the virtual classroom. Jo's background includes: further and higher education; the charity sector; small and large organisations, including CNN News and Bupa International.

Through her company Lightbulb Moment, Jo has specialised in training learning professionals about virtual classroom design and delivery since 2013 and has spoken on various topics at conferences such as Learning Technologies, Online Educa Berlin and keynoted for Colleges Wales and E-learning Fusion.

www.lightbulbmoment.online

@LightbulbJo @MomentLightbulb

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DRIVING ENGAGEMENT THROUGH ACCESSIBILITY

Matt Kingswood MIEP
The Digital College



Why is Digital Inclusion an issue in a country where over 95% of adults have a mobile phone? Despite the amazing reach of online learning, inclusion and accessibility are more important than ever and often overlooked. What does the new world of online learning offer to those with challenges such as Dyslexia, English as a second language or basic IT skills?

This session will start to identify the biggest challenges to people learning online, based on nationwide data surveys. We will also explore the trends that are changing the online landscape and what it means for education. Finally, we have some key takeaways based on real world findings based on the usage of The Digital College platform.

www.thedigitalcollege.co.uk
[@digitalcollege_](#)

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COACHING WITH PURPOSE IN A DIGITAL WORLD

Maria Smith
Bounce Australia & Bounce USA



Virtual engagement and connection is the new norm. It's full of challenges and opportunities; we just have to get the perspective right to make it work best for us. In this immersive virtual workshop, Maria Smith will lead you through the "why, what and how" of coaching within a digital context.

You'll learn why coaching to strengths underpins performance, what can you do to enhance your coaching skills to influence change and how to support your clients or team through change. Focusing on the science of engagement and connection, we'll explore why you, your team and your clients need to harness positive energy and emotions to drive great outcomes. Maria will give you the essential tools and strategies to bolster your coaching skills in the changing COVID landscape so you can deliver consistent results for your organisation.

www.bounceaustralia.com
[@bouncelifeskill](#)

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VIRTUAL COACHING WITH IMPACT

Pamela Donnelly

PD Future Ready Learning Ltd



Developing a strong online presence has never been more important than it is today. As a Manager or a Practitioner, much of our success will be based upon our ability to connect, engage and deliver results with people remotely and online. This introductory session provides some key insights about how to maximise your impact during live virtual coaching sessions on Zoom. This will include:

- Being camera ready.
- Contracting.
- Online and offline activities.
- Integrating tools for involvement.

Following this there will be targeted networking sessions to explore this topic in more depth.

Pam Donnelly is the Director and Founder of PD Future Ready Learning Ltd, a leading and fast-growing UK based Virtual Training Consultancy. She has extensive experience providing dynamic, highly interactive and engaging virtual learning, leadership and coaching programmes to improve business results.

Pam has worked with many large organisations across the UK and Europe, delivering virtual training, in-house consultancy and strategic direction to both Leadership Teams & HR teams. Pam is a Professional Leadership Coach and Speaker with the John Maxwell company and has over 15 years experience within the Employability Sector as both a front line practitioner and a Head of Learning and Talent. Pam has worked with a wide range of clients including; Vodafone, Computershare, Quotient, Business Stream, Datalab, CalMac, and the Scottish Government.

www.pdfuturereadylearning.co.uk
[@pameladonnell18](https://twitter.com/pameladonnell18)

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EXPERIENCE DESIGN: VIRTUAL CLASSROOMS TO CREATING VIDEO CONTENT

Lucy Dunleavy MIEP / LearnBox
& Erica Farmer / Welcome Two



Join industry experts, Lucy Dunleavy (CEO, LearnBox) and Erica Farmer, (Founder and Director, Welcome Two Learning Limited) to explore the benefits of investing in a mind and skill set shift to the world of digital learning. From engaging video creation to online virtual classroom interactivity, the benefits of upskilling in this space to drive learner progress and engagement is fundamental to success.

The LearnBox and Welcome Two partnership will demonstrate practical and real life tools and techniques which will enable practitioners to challenge their way of thinking about learning delivering through the digital channel and the benefits this can bring.

www.learningboxed.com

[@weareLearnBox](#)

www.welcometwo.co.uk

[@WelcomeTwo2](#)



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HOW TO HAVE AN EFFECTIVE ONLINE/DIGITAL PRESENCE THROUGHOUT A RECRUITMENT PROCESS

James Chessum FIEP / Sak Awan FIEP &
Stuart Duffey MIEP / The IEP Talent Academy



Responding to the insights from Pam Donnelly this session will discuss what has been effective during the move to an online recruitment process during the COVID-19 pandemic resulting in candidates moving in to work. We hope to pass on insights from the world of commercial recruitment that can be used effectively in the employability space.

- An effective online presence using LinkedIn as a tool to support job search.
- Coaching for Interviews conducted via ZOOM/TEAMS etc on how to prepare your clients.
- What recruitment processes will look like going forward and how to consult to make sure you stand out.

We will share with you some of the tips that will support you to move your clients closer to the job market.

www.myiep.uk [@IEPInfo](#)



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HEALTH DELIVERY IN THE DIGITAL SPACE

Dr Kylie Henderson FIEP
The Better Health Generation



There is no disputing that mental health is rising as a result of COVID. How will we become part of the solution, on such a bigger scale?

The international academic research evidence shows that digital health tools have a larger impact when combined with one-on-one services. However, only 2% of digital health tools have evidence that they are safe, and can effectively assist those with mental health conditions. This presentation will look at digital services from a health perspective, knowing that if we can combine digital mental health tools with employability, we can have a larger impact on employment outcomes. This presentation will also include a demonstration of an innovative solution that solves mental health, employability and health issues - YourHealth+Work.

Dr Kylie Henderson is a fellow of the Australasian Institute of Digital Health, a clinical psychologist and Founder and Managing Director of The Better Health Generation Australia & UK. The Better Health Generation (TBHG) is an organisation of thought-leading health professionals bound together by their commitment to quality and care.

Dr Henderson has more than 20 years of experience in mental health and work. She has published in academic journals on the effectiveness of health services within the employment services sector. Dr Henderson has spent the last five years in a health innovation role developing a digital health solution with technology experts that increases the engagement of job seekers in services, builds the skills of work coaches, and increases the speed of job seekers returning to work.

Dr Henderson holds a Doctorate of Clinical Psychology, is an adjunct research fellow of the University of Southern Queensland, Secretary of the Australian Psychological Society Clinical College, a Fellow of the Institute of Employability Professionals (UK), a Fellow of the Royal Society of Arts (UK) and a graduate of the Australian Institute of Company Directors.

www.thebetterhealthgeneration.co.uk
[@TheBetterHealt2](https://www.instagram.com/TheBetterHealt2)

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DIGITAL MENTAL HEALTH - WHAT COULD POSSIBLY GO WRONG?

Kevin Moore FIEP & Bob Kitchin
Big Dog Little Dog

Having considered the use of technology to support jobseekers' mental health, this session will stand back and consider the risks and benefits of using an online approach.

We will explore some of the pitfalls of a digital approach from a mental health and personal safety perspective to ensure that providers enter this area with their eyes wide open. Few will have missed the headlines relating to people gaining access to others' private sessions for example.

But an online approach has often been dismissed by commissioners and providers as being too risky - so we will look to balance opinion by exploring some of the positive features and precautions that can be taken.

www.bdld.org.uk
[@BDLD_CIC](https://twitter.com/BDLD_CIC)



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DIGITAL MENTAL HEALTH: A USER'S GUIDE TO GETTING STARTED

Helen Lee MIEP &
Emma Williams MIEP
2SimplyLearn

We all at one stage or another manage our own mental health using a variety of techniques, tools or services. How, in turn, can we assist our customers/clients to understand and access the most relevant and appropriate technological tools in support of their individual mental health conditions?

This session will explore a journey of personal experience regarding mental health technologies, and how the variety of options within technology provide alternatives to face-to-face interventions. In open discussion we will address the positioning of technological support, and while acknowledging we are not all experts in the field of mental health, we do need to be aware and explore available options for signposting.

www.2simplylearn.co.uk
[@2SimplyLearn](https://twitter.com/2SimplyLearn)



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LABOUR MARKET INFORMATION AND SKILLS ANALYSIS FOR ADVISERS

Andy Durman FIEP
EMSI UK



The economic fallout from the Covid-19 pandemic is taking hold and the labour market is being impacted in ways no-one would have predicted at the turn of the year. However, this is just one aspect of a number of underlying drivers of labour market change and disruption, which also include the impacts of automation and Brexit.

With the demand for labour likely to be in a state of change for years to come, it is crucial that we understand what is happening in the labour market. This presentation will focus on how Labour Market Insight can be used in this respect, especially in terms of shaping local employability strategy and planning, and in supporting Advisers' engagement with individuals who are seeking a route back into the labour market at a time of significant change.

Since 2010, Andy has overseen Emsi's expansion in the UK, with the organisation now partnering with over 100 universities, colleges, LEPs, Local Authorities and employability organisations throughout the country.

With a wealth of experience as a market intelligence professional, and a particular expertise in labour market and demographic analysis within the higher and further education sectors, Andy is passionate about helping organisations better understand their role in driving their regional economies.

www.economicmodelling.co.uk

[@EMSI_UK](#)

[@AndyDurmanEMSI](#)

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UNDERSTANDING YOUR CUSTOMER

Dan Howard FIEP
SkillsForward



We know that unemployment is on the rise and it has been heavily affected by the economic implications of the coronavirus pandemic. Although we can see significant industries struggling to sustain any kind of normality, such as Hospitality, Retail, Travel and Tourism, we are yet to see the full impact. As furlough draws to an end in October we can expect to see the unemployment figures rise even further.

The UK labour market was already facing challenges surrounding re-shaping the future skillsets required on the LMI and employability agenda. Now we are facing new unprecedented challenges around ensuring the displaced workforce are given opportunities that address social inclusion, economic success and geographical mobility.

Our aim is to help you understand your customer and to ensure that high quality and effective CIAEG is being developed. We also encourage the use of technology for guidance practitioners to ensure they have accurate data that can be extracted and used to plan affective pathways for customers. This could include re-training, up-skilling or offering continuous development to individuals for new opportunities in new sectors.

This will transform the importance of using IT and essential digital skills and fuel the 4.0 industrial revolution.

www.skillsforward.co.uk

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PEOPLE, PROCESS & TECHNOLOGY

Emma Cook FIEP &
Steve Thorpe MIEP
CogniSoft



Technology is a key enabler in the effective & efficient delivery of services and is essential to support the key building blocks of modern employability programmes.

Providing advisers with facilities such as labour market intelligence, initial assessments & diagnostic information, access to 'real' job opportunities and comprehensive case management, will equip them and the jobseekers with the tools to gain appropriate and sustainable jobs.

Our response to the EMSI session will focus on the importance of the Adviser, how case management for jobseekers and employer engagement is critical to success and the need for technology to support operations, not drive it.

www.cognisoft.co.uk

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THANK YOU TO OUR CONTRIBUTORS

Seminar Partners



Future Ready Learning



Responder sessions



LearnBox



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