



## How to engage employers: A multi-stakeholder perspective

Friends House  
173 Euston  
Road  
London  
NW1 2BJ

*A professional development conference for all those involved in employer-university engagement, including in:*

- Workforce development and CPD
- Graduate recruitment and employability
- Knowledge Exchange

9:30am –  
3:30pm

To register please complete the booking form and return to  
[ns218@le.ac.uk](mailto:ns218@le.ac.uk)

£75 UALL  
member  
£110 non-  
member

The need for effective and reciprocal university-employer engagement has never been stronger.

From a University perspective:

- **Employability** is key. Opportunities for students to undertake work placements or other ways of engaging with business to develop their employability skills are high on most university agendas.
- **Research impact** is critical for success within the Research Excellence Framework (REF). Business partnerships are a key mechanism for demonstrating impact.
- **Income generation** through workforce development and other KE opportunities are important to most universities as they operate in an increasingly competitive market-driven environment.

For further  
details contact  
[ec73@le.ac.uk](mailto:ec73@le.ac.uk)

From an employer perspective:

- Highly skilled, confident **graduates** that can think independently and add value to businesses are in high demand
- **Knowledge transfer** on the latest thinking and research is a key driver of innovation and business growth
- **Return on investment** in skills and training realised in increased business performance and efficiency, drives business decisions.

**For all stakeholders an ability to engage effectively for mutual benefit is key**

### KEYNOTE SPEAKERS

Bob Athwal, Head of Careers, University of Leicester  
Aaron Porter, Director External Affairs, National Centre for Universities and Business  
Anne Morrison, Director, BBC Academy  
Marc Dobson and Bob Bell, JISC

## Programme

10:00 *Registration and Coffee*

10:30 **Welcome and introduction**

Elain Crewe, Head of CPD, University of Leicester and UALL Employer Engagement Network  
Convenor

10:40 **Myths and realities: Perspectives from both industry and university**

Bob Athwal, Director of Careers Service, University of Leicester (formerly HR Business Partner and Head of Graduate Schemes, npower and Vice-President, Association of Graduate Recruiters)

11:30 *Tea and Coffee*

11:45 **Establishing the National Centre for Universities and Business: How can the Centre help you in your work?**

- **Understanding the origins and priorities of the National Centre**
- **Key areas of work (talent, brokerage and networking, task forces)**
- **Quality Placements**

Aaron Porter – National Centre for Universities and Business (NCUB)

12:30 *Lunch*

1:15 **From apprenticeships to work-based learning: Different models of working with Higher Education Perspectives from the BBC Academy**

Anne Morrison, Director, BBC Academy

2:00 **Developing professional university-employer engagement skills: A CPD framework for practitioners**

An increasing number of staff in education and research have new collaborative and enterprising aspects to their roles, which require a range of non-traditional skills. This hands-on session will showcase a new interactive resource, the Professional Development Diagnostic Tool for Business and Community Engagement, which will help you succeed in these new challenges, and provide development pathways.

Bob Bell and Marc Dobson, JISC

3:30 *Close*

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**This conference has been organised by the UALL Employer Engagement Network**

**The network is one of four UALL networks: Social Inclusion and Widening Participation; Staff Development and Women in Lifelong Learning. For more information about UALL or any of the networks contact [admin@uall.ac.uk](mailto:admin@uall.ac.uk) or see [www.uall.ac.uk/](http://www.uall.ac.uk/)**