



# Conference for Careers Professionals 2023

## Event programme

Technology sponsors



Showcase partners



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# University and Apprenticeship advice with UCAS coordination

Award winning careers platform to guide your students now includes WEX



The screenshot displays the WEX platform interface. At the top, there's a 'UCAS Tariff' section with a progress bar and a 'Set your target range' prompt. Below this is a user profile for 'Joseph Stevens' from 'MORRISBY HIGH SCHOOL'. The main dashboard shows 'Hi Joseph, what to do next?' with a 'Start now' button and '25 Mins' duration. It features sections for 'About me', 'My choices', and 'Progress'. A central diagram shows a user profile surrounded by career paths: Executive, Entrepreneur, Collaborative, and Independent. Below this are 'Activities' like 'Volunteering meeting', 'Industry talks', and 'Apprenticeship fair'. On the right, an 'Overview' section lists 'About the course', 'Skills and achievements', 'Work experience', 'Optional questions', and 'Review'. A '88%' progress indicator is visible. At the bottom, course details for 'Optometry BSc(Hon) B510' are shown with 'Safe', 'Target', and 'Stretch' options.

### Destinations info

- ✓ Career profiles
- ✓ University and course search
- ✓ Apprenticeships
- ✓ International study
- ✓ Vocational courses
- ✓ Safe, Target, Stretch shortlist

### Sixth form toolset

- ✓ Study interests psychometric
- ✓ Personal statement
- ✓ Academic references
- ✓ CV Builder
- ✓ Predicted grades
- ✓ Intended destinations

### Track participation

- ✓ Careers activity
- ✓ Open days
- ✓ Volunteering
- ✓ Work experience
- ✓ Action planning
- ✓ Gatsby Benchmarks & Skills Builder

Find out more and book a free demo visit [morrisby.com](https://www.morrisby.com)



# The universal destinations platform

- Boost student engagement and minimise risk of NEETs**
- Centralise WEX admin management, including ELI, RA, and H&S policy documents for all school types**
- Join the Unifrog community of 2,500+ UK schools and colleges**
- Impartial advice and guidance for all pathways, including UK universities, Irish universities, apprenticeships, and regional colleges**
- Track student portfolios of employability skills with our Skills tool, developed in partnership with Skills Builder**



Contact us today to arrange a demo

Tel: 0203 372 5991 | Email: [info@unifrog.org](mailto:info@unifrog.org) | [www.unifrog.org](http://www.unifrog.org)



## Welcome



**David Morgan**  
Chief Executive, The Career Development Institute

**I am delighted to welcome you to the CDI Conference 2023. This conference is aimed at all careers professionals, regardless of your area of practice or where you work in the UK and beyond.**

There are common elements to all career development practice, yet there are also unique experiences, considerations and needs in each area and we hope we have brought you a conference that reflects this.

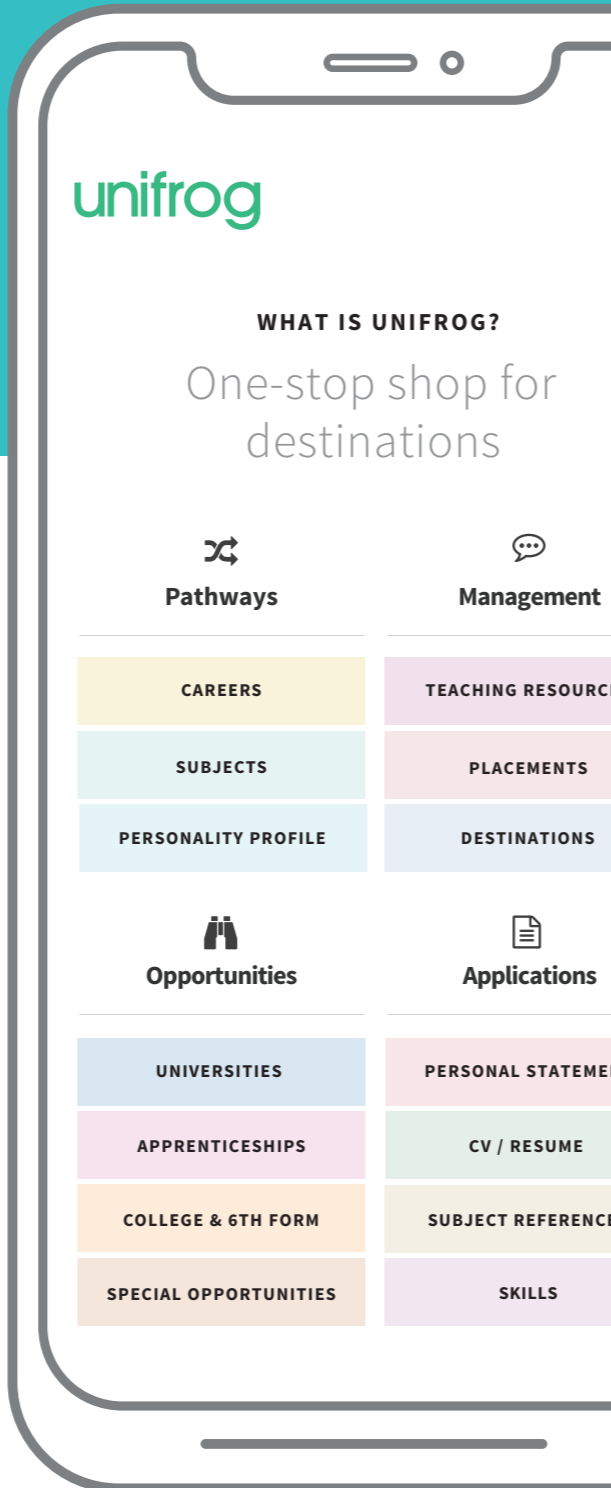
Continuous learning is a cornerstone of being a professional, whether that's through gaining new experience, reflecting on previous interactions, gathering feedback or attending CPD events such as this one. Your attendance today is an important part of maintaining and further developing your knowledge and skills, benefiting you and your clients.

We have limited the keynote talks and the panel sessions to focus on a few key topics that will be of interest to everyone. Then the bulk of the day gives you an array of options with up to seven concurrent workshops on topics covering all areas of practice. You might choose workshops focused on enhancing your current area of practice, or you might want to mix and match with new areas or broader themes such as using theory and research in practice, supporting more diverse clients or learning about the latest technology.

This enables you to make this your conference, creating an agenda that best suits your needs and interests.

I would like to thank all of our speakers for sharing their experience and expertise, as well as to our sponsors and exhibitors for their support for the event. And of course, to all of you attending today and making the commitment to keep learning.

Best regards,  
David Morgan  
Chief Executive  
The Career Development Institute



### We are grateful for the support of our sponsors

Technology sponsors



# Hopin Guide



## We are using the virtual events platform, Hopin, to host the conference online

When you book to attend, you will receive an email with a link to the event. We will also send out an email reminder before the conference. To join on the day, you will need to click on the link within the email.

### Helpdesk

Our friendly events team will be available from **8.30 am** on the Helpdesk (the chat function to the right of the reception area) to answer any questions that you might have.

They will also be holding an optional tour at **8:50 am** to show you how to navigate Hopin and participate in the conference.

### Reception area

On entering Hopin, you will see the *reception area* with the event schedule, speakers list, stage, networking area, event sponsors and exhibitor booths.

If the event has not started yet the reception area will only display limited information such the countdown to the start time.

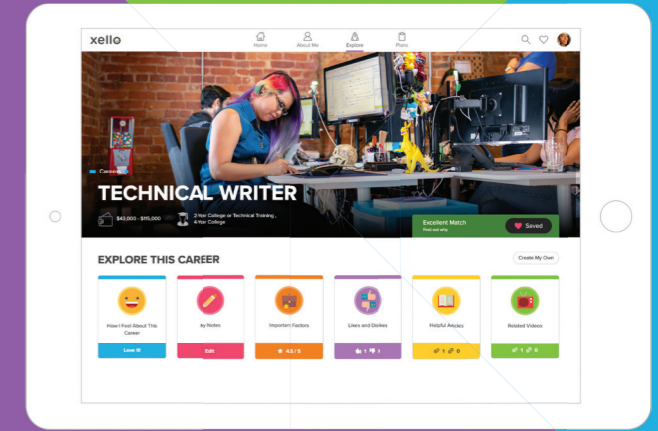
If you are waiting for the event to begin, then you can create your profile, so that you are ready for networking!



Image by [https://www.freepik.com/free-photo/team-meeting-online-conference-call-hopin\\_1310569.htm#query=online%20meeting&position=3&from\\_view=search&track=ais](https://www.freepik.com/free-photo/team-meeting-online-conference-call-hopin_1310569.htm#query=online%20meeting&position=3&from_view=search&track=ais)



# Every Student, Future Ready



Built for multi-academy trusts and schools, Xello offers a whole-school approach to career planning and future readiness, helping all students become future ready.

The program encourages more meaningful reflection in students while providing Careers Leaders with reporting to evidence the Gatsby Benchmarks.

**14x** more engaging than the average education software program

**20%** of student logins happen outside of school hours

**1M+** hours spent using Xello each academic year

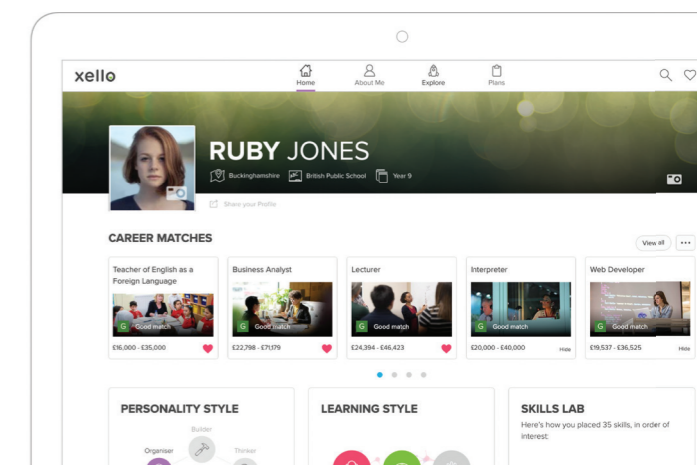
### Choose Xello to:

- ✔ Deliver an engaging, student-centred experience, including high-quality, impartial content that champions equity and diversity
- ✔ Track students' skills, experiences, encounters, and post-secondary plans
- ✔ Produce powerful reporting at school and trust level
- ✔ Evidence Gatsby Benchmarks progress including Compass+ Report
- ✔ Access world-class support and resources
- ✔ Provide secure and trustworthy accessibility

“Xello allows me to monitor and track trends and progression — not only in our school but across the trust as well.”



**JOHN PEET**  
DEPUTY HEADTEACHER AT CHEADLE HULME HIGH SCHOOL & CAREERS LEADER FOR LAURUS TRUST



# Showcase partners

Join us in the Showcase Area in Hopin before the event and during breaks to speak with our sponsors and showcase partners

## Sponsors and showcase partners



Morrisby, established in 1967, is a CDI award-winning careers guidance company (Use of Technology in Career Development 2023).

Using psychometric analysis, we offer both the Morrisby Profile service and a licence-based careers platform to schools and colleges with information on careers, courses, apprenticeships and universities.

You can manage Gatsby Benchmarks, Skillsbuilder skills, UCAS references,

personal statements, CV development and now work experience, all in one place. Contact us to find out more by visiting [www.morrisby.com](http://www.morrisby.com).



Unifrog is the complete whole-school destinations platform.

Our mission is to level the playing field when it comes to students finding and applying successfully for the best opportunities for them. We want to revolutionise CEIAG so that every student - regardless of their background - finds their next best step.

We bring all the available information into a single, impartial, user-friendly platform to help students make the best choices, and submit the strongest applications. We also empower teachers to manage the progression process effectively to make sure Unifrog has a genuine impact in each of the 2,600 schools we work with.



Powered by CASCAID

CASCAID is a technology company that specialises in CEIAG. For over 60 years the business has been supporting public and private sector organisations to deliver careers and our latest platform, Xello, is designed to support young people to develop self-awareness, explore all their options and develop plans for future success. We support national and regional organisations, as well as schools and colleges with specialist software that complements their careers programmes. Come and say hi at the Summit if you wish to learn more.

## Showcase partner



The National Careers Service provides high quality, impartial and free Information, Advice and Guidance to help citizens make decisions on learning, training and work.

The National Careers Service can be accessed by speaking to a local careers adviser in person, over the phone or by webchat. Users can also access the website which gives customers 24/7 access to information and advice.

# Keynote speakers



**David Morgan**

*Chief Executive, The Career Development Institute*

David is the Chief Executive of the CDI and has a wealth of leadership experience across charity, not-for-profit, entrepreneurial and FTSE100 organisations.

David Morgan, the CDI's Chief Executive, will open the conference with a reflection on the key topics discussed at the CDI Summit on 4 December, including the challenges and opportunities facing career development as the world of work continues to change.



**Marianne Wilson**

*PhD student, Edinburgh Napier University*

Marianne is a PhD student at Edinburgh Napier University, in collaboration with Skills Development Scotland and the Scottish Graduate School of Social Science. Her research is focused on responsible AI in career support, with a focus on methods for co-designing with practitioners and users.



**Michael Larbalestier**

*Digital Learning and Innovation Specialist, The Career Innovation Company and Project Associate, CDI*

Michael Larbalestier is a digital learning and innovation specialist with extensive experience in careers development and delivery. With a long history of involvement as a career practitioner, Michael has a proven track record of successfully delivering and developing innovative careers activity. Currently, Michael is working for The Career Innovation Company, where he uses his expertise to build digital products to support individuals and organisations in their career development journeys. In addition to his work at The Career Innovation Company, Michael is a NICEC Fellow, an active CIPD member and acts as a CDI Project Associate, where he champions digital confidence among career practitioners so they can leverage technology to empower individuals to enhance their career prospects. With a deep understanding of the intersection between technology and career development, Michael is committed to helping individuals and organisations thrive in an ever-changing digital landscape.

Marianne Wilson and Michael Larbalestier have been collaborating to develop an online course "AI for Career Practitioners", which will be available to CDI members in the New Year. In their session as part of the CDI Annual Conference Michael and Marianne explore some of the issues around AI and its impact on our sector from two different perspectives, one optimistic, embracing this emerging technology wholeheartedly, and the other more cautious, concerned about bias and the potential degradation of the guidance experience. They will respond to your questions and share a little more about the forthcoming AI for Career Practitioners course.

# Programme

# Programme

9.30 am



**Welcome to the CDI Annual Conference and Keynote 1**  
by David Morgan

David Morgan, the CDI's Chief Executive, will open the conference with a reflection on the key topics discussed at the CDI Summit on 4 December, including the challenges and opportunities facing career development as the world of work continues to change.



10.15 am Workshops session 1

	<b>1</b>	<b>Shaping the future: understanding barriers to delivering high quality CEIAG to young people</b> by Deborah McCann, Department for Education (DfE)
	<b>2</b>	<b>Supporting graduates</b> by Chris Webb, #WeAreCareers Show
	<b>3</b>	<b>Key challenges facing private practitioners</b> by Dave Cordle, The Career Mountaineer
	<b>4</b>	<b>Emphasising equity and inclusivity through careers technology</b> by Ella Bujok, Xello
		<b>5</b> <b>Theory into practice</b> by Liane Hambly, Liane Hambly Associates and Lorna Stalker, Skills Development Scotland
	<b>6</b>	<b>Working in the voluntary sector</b> by Cordelia Wise, cordeliawise.co.uk
	<b>7</b>	<b>Corporate work/talent management</b> by Caroline Green, The Talent Cycle

11.15 am

**Panel 1: The view of careers from across the UK - a discussion of the key issues for practitioners seen by each nation**



Chair: Carolyn Parry FRSA, RCDP, Project Associate (Wales), CDI President and Chair of the Board



Amie Field, Head of Services for Young People, Careers Wales



Justin Kerr, Head of Careers Service, Department for the Economy



Nicola Hall, Director of Education and Development The Careers & Enterprise Company (CEC)



Sandra Cheyne, National CIAG Policy & Professional Practice Lead, Skills Development Scotland (SDS)

12.05 pm Workshops session 2

	<b>1</b>	<b>Young People's Voice/TEPM - technical education options</b> by Mark Fox, North East LEP
	<b>2</b>	<b>How to help your clients get unstuck and thrive during a 121 career coaching session</b> by Sabiha Lula Musa, Meet Sabiha
	<b>3</b>	<b>How to grow beyond school work as a private practitioner</b> by Mark Anderson, KickStart Careers Coaching
	<b>4</b>	<b>Unifrog insights: Bridging the student destinations gap - a roadmap for career professionals</b> by Mitch Purnell, Unifrog
	<b>5</b>	<b>CPD sources for theory and research</b> by Erica Rowell, CDI (Project Associate)
	<b>6</b>	<b>Corporate work internationally</b> by Ajaz Hussain, Brunel University, London
	<b>7</b>	<b>Self-employment for SEN</b> by Sam Everard, SAMEE Charity

# Programme

# Programme

1.30 pm



**Afternoon Keynote 2**  
by Marianne Wilson and Michael Larbalestier



Introduced by Elaine Inglis, Deputy Director Employability & Careers, Education Development Trust

**The importance of technology in practice, the rise of AI and how to be more confident using technology**

Marianne Wilson and Michael Larbalestier have been collaborating to develop an online course "AI for Career Practitioners", which will be available to CDI members in the New Year. In their session as part of the CDI Annual Conference Michael and Marianne explore some of the issues around AI and its impact on our sector from two different perspectives, one optimistic, embracing this emerging technology wholeheartedly, and the other more cautious, concerned about bias and the potential degradation of the guidance experience. They will respond to your questions and share a little more about the forthcoming AI for Career Practitioners course.

2.10 pm

**Workshops session 3**

	<b>1</b>	
	<b>2</b>	
	<b>3</b>	<b>Expanding your practice beyond your own work</b> by John Ambrose, Complete Careers
	<b>4</b>	<b>Simplify tracking Gatsby benchmarks, Compass + and evidence skills using a Careers Platform</b> by Joanna Carrington and Alan Teece, Morrisby
	<b>5</b>	<b>Marc - a guide to careers theories</b> by Marc Truyens, Marc Careers
	<b>6</b>	<b>Developing corporate staff/talent management</b> by Rosemary McLean, Career Innovation Company and Zoe Cullingworth, BBC
	<b>7</b>	<b>Supporting LGBTQ+ clients</b> by Sarah Warburton, Arden University

3.10 pm

**Panel 2: Encouraging people into the profession - what can individuals and organisations do?**



Chair: Gina Visram, Career Coach, Consultant & Strategist



Bella Doswell, Career Transition Consultant, The Talent Company



Dr Gill Frigerio, Associate Professor, University of Warwick



Nicki Moore, SFHEA, FCDI, Senior Lecturer in Career Development, International Centre for Guidance Studies, University of Derby



Sue Alder, Professional Training Manager, Career Development Institute

4.00 pm

**Workshops session 4**

	<b>1</b>	<b>Negotiating pay and contract rates</b> by Jack Robinson, Unison
	<b>2</b>	<b>Careers Can Change- Midlife careers transitions</b> by Catherine Sermon, Phoenix Group
	<b>3</b>	<b>How to get started in private practice</b> by Dr Cathy Brown, Evolve Consulting Services
	<b>4</b>	<b>CareerChat / AI</b> Dr Deirdre Hughes OBE, University of Warwick
	<b>5</b>	<b>Theory into practice</b> Dr Julia Yates, University of London
	<b>6</b>	<b>Working with refugees and others experiencing trauma</b> by Dr Anne Chant, Canterbury Christ Church University
	<b>7</b>	<b>CDI EDI Strategy and what it means for practice</b> Ifza Shakoor, University of Derby and Steph Rix, Life's Work Consulting

4.45 pm



**Closing remarks by David Morgan and end of Conference. Join us for the President's Inauguration at 5 pm.**

# Programme at a glance

Please choose one workshop to attend from each session - all workshops will be recorded and emailed to delegates after the Conference.

Time	Session	Working with young people	Working with adults	Working in private practice	Using technology in practice <small>Sponsored by</small> 	Theory and research in practice	Career development in the corporate and third sector	EDI in career development
9.30 am	Welcome and Keynote 1							
10.15 am	Workshops session 1	<b>Shaping the future - delivering high quality CEIAG</b> Deborah McCann, DfE	<b>Supporting graduates</b> Chris Webb, #WeAreCareers Show	<b>Key challenges facing private practitioners</b> Dave Cordle, The Career Mountaineer	<b>Emphasising equity and inclusivity through careers technology</b> Ella Bujok, Xello	<b>Theory into practice</b> Liane Hambly, Liane Hambly Associates and Lorna Stalker, SDS	<b>Working in the voluntary sector</b> Cordelia Wise, cordeliawise.co.uk	<b>Corporate work/talent management</b> Caroline Green, The Talent Cycle
11.00 am	Networking break - please take some time to visit our sponsor and exhibitors in the Exhibitor Zone							
11.15 am	Panel 1: The view of careers from across the UK - a discussion of the key issues for practitioners seen by each nation							
12.05 pm	Workshops session 2	<b>Young People's Voice/TEPM - technical education options</b> Mark Fox, North East LEP	<b>How to help your clients get unstuck and thrive during a 121 career coaching session</b> Meet Sabiha	<b>How to grow beyond school work as a private practitioner</b> Mark Anderson, KickStart Careers Coaching	<b>Bridging the student destinations gap - a roadmap for career professionals</b> Mitch Purnell, Unifrog	<b>CPD sources for theory and research</b> Erica Rowell, CDI (Project Associate)	<b>Corporate work internationally</b> Ajaz Hussain, Brunel University, London	<b>Self-Employment for SEN</b> Sam Everard, SAMEE Charity
12.50 pm	Networking lunch- please take this chance to visit our sponsor and exhibitors in the Exhibitor Zone							
1.30 pm	Keynote 2: The importance of technology in practice, how to be more confident using technology and the rise of AI							
2.10 pm	Workshops session 3			<b>Expanding your practice beyond your own work</b> John Ambrose, Complete Careers	<b>Simplify tracking Gatsby benchmarks, Compass + and evidence skills</b> Alan Teece, Morrisby	<b>Marc - a guide to careers theories</b> Marc Truyens, Marcr Careers	<b>Developing corporate staff/talent management</b> Rosemary McLean, Career Innovation Company	<b>Supporting LGBTQ+ clients</b> Sarah Warburton, Arden University
2.55 pm	Networking break - please take some time to visit our sponsor and exhibitors in the Exhibitor Zone							
3.10 pm	Panel 2: Encouraging people into the profession - what can individuals and organisations do?							
4.00 pm	Workshops session 4	<b>Negotiating pay and contract rates</b> Jack Robinson, Unison	<b>Careers Can Change- Midlife careers transitions</b> Catherine Sermon, Phoenix Group	<b>How to get started in private practice</b> Dr Cathy Brown, Evolve Consulting Services	<b>CareerChat / AI</b> Dr Deirdre Hughes OBE, University of Warwick	<b>Theory into practice</b> Dr Julia Yates, University of London	<b>Working with refugees experiencing trauma</b> Dr Anne Chant, Canterbury Christ Church University	<b>CDI EDI Strategy and what it means for practice</b> Ifza Shakoor and Steph Rix
4.45 pm	Closing remarks							
5.00 pm	End of conference and President's Inauguration with Carolyn Parry and Professor Pete Robertson							



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professional  
network

Access  
the latest  
resources and  
research

Join the UK  
Register

CDI Career Development Institute  
Professional Register

# Join the Career Development Institute

## The UK's professional body for the career development sector



Benefit from professional development, expert guidance, networking opportunities and many other membership benefits.

As the UK's professional body for the career development sector, the CDI is passionate about the positive

impact career development has for individuals, the economy and society.

We support our members to work to the highest standards of practice; all members must adhere to the CDI's Code of Ethics.

We provide our members with access to a wide range of research, resources, training and events to develop their knowledge and skills.

We also encourage members to join our exclusive online communities to build professional and personal support networks, get involved in discussions and advocate for their interests.

On behalf our members, the CDI works to champion the profession by raising its profile and evidencing the value of career development to policy makers, employers and the media.

### The CDI at a glance

10 regional groups

5000+ members

9 accredited academy programmes available

4 annual conferences

80+ yearly training sessions

7 Community of Interest LinkedIn groups

2 NICEC journals per year

100s of job opportunities on Careers in Careers

1 quarterly Career Matters Magazine

7 approved QCD centres

600+ resources

#### MEMBERSHIP TYPES

STUDENT / INDIVIDUAL / REGISTERED PROFESSIONAL / AFFILIATE / GROUP / INTERNATIONAL / RETIRED

For more information and to join us, please visit [thecdi.net/join-us](http://thecdi.net/join-us) or email [membership@thecdi.net](mailto:membership@thecdi.net)