

Apprenticeships in the Travel Industry

29 January 2020 • De Vere West One, 9-10 Portland Place, London, W1B 1PR



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Agenda

09:30 **Registration, tea and coffee**

10:00 **Welcome from the moderator**

Vicki Wolf, Education Manager, **ABTA** and Member, **The Travel Skills & Quality Board**

10:05 **What's next for apprenticeships?**

- Looking towards the operation of The Apprenticeship Levy post-2020
- The impact of the Tourism Sector Deal on skills needs and types of apprenticeships
- Preparing for new T-levels
- Opportunities and challenges for the travel sector
- Encouraging uptake by SMEs
- Developing employer-led quality assurance of apprenticeships

Sandra Kelly, UK Skills and Policy Director, **People 1st**

10:25 **Keynote address from the Education and Skills Funding Agency**

- The latest update on Apprenticeship Service developments
- An overview of transfers
- The latest information relating to the expansion of the service to include all employers

Helen Gorner, Head of Service Engagement, Apprenticeship Service, **Education & Skills Funding Agency**

10:50 **Networking tea and coffee break**

11:20 **Red Hot Apprenticeships – levy paying**

- Overview of our Red Hot portfolio
- Establishing apprenticeship programmes and overcoming the challenges
- Creating a most loved learner experience
- Simplifying the jargon and business case
- Selecting the right partner

Albie Liddiard, Apprenticeships and Skills Manager, **Virgin Atlantic**

11:50 **Challenges of implementing apprenticeships in a non-levy paying SME**

- Importance of offering a diverse experience
- Communicating and understanding requirements
- Top tips and lessons learnt

Alison Carpenter, Director of Corporate Travel – England and Wales, **Traveleads**

12:15 **Panel discussion: training delivery mechanisms**

- Employer delivery options
- Accessing the register of training providers specifically for travel
- Developing a successful partnership between employers and providers
- In-house provision, becoming an employer-provider and evidencing good provision to Ofsted
- Overcoming regional disparities of provision

Moderator: Vicki Wolf, Education Manager, **ABTA**

Alex Barker, Account Manager, **Damar Training**
Neil Wainwright-Farrar, Learning & Development Manager, **Clarity Travel**
Julia Assock, Head of People Development, People & Culture, **Dnata**

12:50 **Networking lunch**

13:50 **Higher and degree apprenticeships**

- Tackling the stigma surrounding studying an apprenticeship to replace University
- Designing higher apprenticeships to meet business needs and deliver a return on investment
- Developing a high quality partnership with a provider
- Ensuring off-the-job training complements the skills developed across the wider programme

Nigel Morgan, Head of School, School of Hospitality & Tourism Management, **University of Surrey**

Paul Lawrence, Senior Lecturer, Chartered Manager Degree Apprenticeship, **University of Hertfordshire**

14:20 **The role of the Aviation Industry Skills Board**

- The role of the Aviation Industry Skills Board (AISB) and its strategic agenda
- Developing industry specific apprenticeship standards and Special Interest Groups
- The value of an employer-led Quality Assurance for apprenticeships
- How does the AISB benefit the employer and the industry?

Karen Hewitt, Chair, Aviation Industry Skills Board and Apprenticeship Manager, **British Airways**

The event

ABTA's one-day seminar takes a practical look at how the travel industry can invest in apprenticeships to future-proof workforces in companies, big or small. Learn about future funding for apprenticeships, potential changes to the levy, the impact of Brexit and the new Tourism Sector Deal.

Nearly three years on from the introduction of The Apprenticeship Levy, ABTA's seminar will provide an update on the latest changes affecting apprenticeship schemes and the benefits of introducing or developing existing apprenticeship programmes within your organisation. Hear from **The Travel Skills & Quality Board, ABTA**, industry and other key skills experts.

Gain first-hand advice from the experts and existing apprenticeship employers on how to establish a successful apprenticeship programme in **both levy and non-levy paying organisations**. From choosing a training provider, to meeting off-the-job training requirements, attracting and retaining the best talent and preparing your apprentices for end point assessments, this seminar will provide all you need to know in order to establish successful apprenticeship schemes.

Learn how to upskill existing staff with apprenticeships and discover progress made with the new Higher and Degree Apprenticeships to **plug the skills gaps** within your organisation. Participate in a panel discussion about different types of training provisions and how to establish effective partnerships between education providers and employers. Use the opportunity to learn from apprentices about the benefits and challenges of apprentice programmes.

Benefits of attending

- Learn how integrating apprenticeships **can add value to your business**
- Get the latest on the policy and legislation updates impacting apprenticeships and be **prepared for future changes**
- Hear **real-life examples** from employers running apprenticeship programmes and from apprentices undertaking them
- **Network with peers** and hear how other companies are meeting the challenges of embedding apprenticeship programmes within their businesses

Who should attend?

This event is relevant to all those working in travel, tourism and aviation who have responsibility for apprenticeships, including:

- Directors and senior managers
- HR managers and directors
- Training and development managers
- Marketing and communications teams.

14:40 **The role of digital apprenticeships for the travel industry**

- IT leaders – skills needs now and for the future
- Using apprenticeships to meet the need for digital skills
- Discussion – upskilling staff to meet changing business needs

Annette Allmark, Head of Apprenticeships, **BCS, The Chartered Institute for IT**

15:00 **Tea and coffee break**

15:20 **Apprenticeships for existing employees – upskilling**

- Identifying skills gaps and getting the balance between new and existing employee apprenticeships
- Developing leadership, management, senior level and post-graduate apprenticeships
- Overcoming the term 'apprenticeship' for existing employees

Julia Assock, Head of People Development, People & Culture, **Dnata**

15:40 **Hear from current apprentices**

- The challenges and benefits of being an apprentice
- Retention and career progression

Moderator: Vicki Wolf, Education Manager, **ABTA**
Megan Skelson, Apprentice, **Reed & Mackay**
Ben White, Apprentice, **Baxter Hoare**
Amy Shute, Apprentice, **British Airways**
Philippa Wright, Travel Consultant, **Border Travel**

16:10 **End Point Assessments (EPA)**

- How the EPA works and how to choose your EPA organisation
- Monitoring your apprentice's progress to ensure they are ready to take the EPA

Paul Paice, Director, **I-Can Qualifications Limited**

16:30 **Summary and round up**

Vicki Wolf, Education Manager, **ABTA**

16:35 **Close of seminar and networking drinks**

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How to register

You can book online and pay by credit card or request an invoice. Visit abta.co.uk/abtaevents to book.

You can view our terms and conditions on the event webpage at abta.com/eventstermsandconditions

Prices

ABTA Member/Partner **£235 plus VAT**

Non-Member/Partner* **£355 plus VAT**

**To qualify for the ABTA Member/Partner discount you must have a current ABTA Member/Partner number or your application must be in progress when the event takes place. For details on becoming an ABTA Member or Partner visit abta.com/join*

Group booking discounts

Book **three places** and get **50% off the third place**

This discount will be automatically applied when you book online.

If you are looking to book for a larger group please contact events@abta.co.uk for a bespoke discount.

For information on sponsorship and exhibition opportunities please contact **Matt Turton** on **020 3693 0194** or email **mturton@abta.co.uk**

ABTA Conferences and Events

ABTA Conferences and Events delivers practical training for the travel industry. Our aim? To keep the industry up to date on the most important, business critical issues, with a key focus on practical learning outcomes.

ABTA is the UK's leading travel association with a membership of around 1,200 travel companies.

Our vision is to enable the British public to travel with confidence – supporting our Members as they build their businesses and acting as an emblem of quality and assurance for their customers.

Our level of brand recognition and trust among consumers is high. 75% of people feel more confident booking with an ABTA Member.

Upcoming events

Social Media Essentials for Travel

13 February, London

Travel Finance Conference

10-11 March, London

School Travel Seminar

10 March 2020, London

UK Domestic Market Conference and Travel Brit Awards

19 March 2020, London

The Travel Law Seminar

20-21 May 2020, London