



Apprenticeships in the Travel Industry

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

Headline sponsor

DAMAR TRAINING



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

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

11:20 **Promoting apprenticeships in the travel industry**

- Promoting the benefits for both businesses and apprentices
- Recruitment strategies to find the right apprentice and improving retention

Carole Hodgson, Apprenticeship Delivery Manager, **Hays Travel**

11:45 **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**

12:05 **Implementing apprenticeships in a non-levy paying SME**

- Funding options for SMEs and how to choose a training provider
- Implementing different apprenticeships across the business
- Training apprenticeship mentors and guides
- Delivering 20% off-the-job training

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

12:30 **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**
Carole Hodgson, Apprenticeship Delivery Manager, **Hays Travel**

Alex Barker, Account Manager, **Damar Training**

13:00 **Networking lunch**

14:00 **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

Nathalie Hinds, Manager, Degree Apprenticeship Programmes, **University of Surrey**

Celeste Jones, Academic Manager – CMDA and Head of Tourism, Hospitality & Event Management, **University of Hertfordshire**

14:30 **Aviation industry apprenticeships update**

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

14:55 **Tea and coffee break**

15:15 **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**

15:35 **Hear from current apprentices**

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

Megan Skelson, Apprentice, **Reed & Mackay**

To be joined by other travel industry apprentices

15:55 **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

16:15 **Summary and round up**

Vicki Wolf, Education Partnerships Manager, **ABTA**

16:20 **Close of seminar and networking drinks**

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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

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*

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.

Register now

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/eventtermsandconditions

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

Employment Law for Travel Employers

3 December 2019, London

Essential Travel Finance for Non-Financial Directors

5 December 2019, London

School Travel Seminar

10 March 2020, London