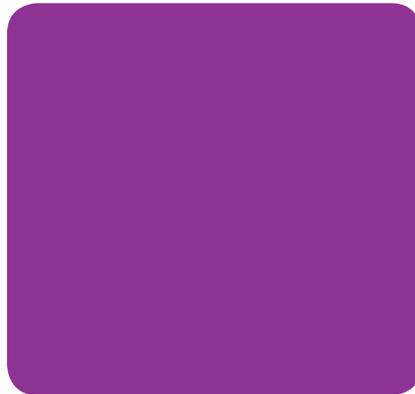


Apprenticeships in the Travel Industry

20 November 2018 • ABTA Ltd, 30 Park Street, London, SE1 9EQ



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WHERE EXTRAORDINARY HAPPENS





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Agenda

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

10:00 **Welcome from the seminar moderator**

Vicki Wolf, Education Partnerships Manager, **ABTA** and Member, **Travel Apprenticeships Board**

10:05 **Apprenticeships policy and the levy update**

- Employers experiences of the levy so far
- What's working well and how to deliver an effective programme
- Opportunities and challenges for the travel sector
- Types of apprenticeships and standards going forward to fit emerging skills gaps
- Encouraging uptake by SMEs

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

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

10:30 **Keynote: what next for apprenticeships?**

- Update from the Education and Skills Funding Agency
- Transferring levy funds
- Managing funds and apprenticeship programmes through the online Digital Apprenticeship Service

Annette Kinsella, Service Engagement Manager, Digital Apprenticeship Service, **Education and Skills Funding Agency**

10:45 **Seasonal work apprenticeship contracts**

- Update on the ESFA seasonal apprenticeship pilot

Philip Edmeades, Apprenticeship Standards Quality and Assessment, **Education and Skills Funding Agency**

10:55 **Q&A with representatives from the Education and Skills Funding Agency**

11:05 **Promoting apprenticeships in the travel industry**

- Promoting the benefits for both businesses and apprentices
- Making apprenticeships attractive and overcoming negative misconceptions
- Recruitment strategies to find the right apprentice
- Improving the pathway from apprenticeship to employment to retain talent

Ben Bouldin, Associate Vice President and MD, UK and Ireland, **Royal Caribbean International**

11:35 **Networking tea and coffee break**

12:00 **Establishing an apprenticeship programme – levy paying**

- Challenges to starting and embedding an apprenticeship programme within your company
- Establishing different types of apprenticeships including pilot and degree apprenticeships
- Simplifying the legislation, finances and business case
- Ensuring a high-quality programme and selecting the right training provider

Andy Smyth, Early Talent & Apprenticeships Manager, **TUI UK & Ireland**

12:30 **Panel discussion: implementing apprenticeships in a non-levy paying SME**

- Funding options for SMEs
- How to choose a training provider
- Implementing different apprenticeships across the business
- Training apprenticeship mentors/guides

Moderator: Vicki Wolf, Education Partnerships Manager, **ABTA** and Member, **Travel Apprenticeships Board**

Andrew McKenna, Managing Director, **Book in Style**

Chinara Rustamova, Policy Advisor, Education and Skills, **Federation of Small Businesses**

13:00 **Lunch**

14:00 **Delivering 20% off-the-job training**

- Examples of off-the-job training
- Evidencing off-the-job training

Asha Arora, People and Culture Advisor – Retail, **STA Travel**

Followed by an interview and Q&A led by Vicki Wolf, Education Partnerships Manager, ABTA and Member, Travel Apprenticeships Board

14:20 **Panel discussion: training delivery mechanisms**

- Employer delivery options
- Identifying and working with training providers
- Accessing the register of training providers specifically for travel
- In-house provision and becoming an employer-provider
- Evidencing for Ofsted

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

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

14:50 **Apprenticeships for existing employees – upskilling**

- Developing leadership and management apprenticeships
- Overcoming the term ‘apprenticeship’ for existing employees
- Using apprenticeships to retrain employees
- Getting the balance between new and existing employee apprenticeships

Angie Lemkes, Performance and Apprenticeships Manager, **Virgin Atlantic Airways Ltd and Virgin Holidays**

15:15 **Networking tea and coffee break**

15:35 **Panel discussion: insight from current and former apprentices**

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

Moderator: Daniel Pearce, CEO, **TTG Media**
Hema Odedra, Destination Manager –Caribbean & World Wide and former apprentice, **Virgin Holidays**

Kerrie Stephens, Apprentice, **Clarity**

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

- How the EPA works
- Choosing your EPA organisation
- Monitoring your apprentices progress to ensure they are ready to take the EPA

Sue Outhwaite, Employer Services, **City & Guilds**

16:40 **Moderator’s closing remarks and close of seminar**

Vicki Wolf, Education Partnerships Manager, **ABTA** and Member, **Travel Apprenticeships Board**

16:50 **Networking drinks**

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

The seminar

This practical one-day seminar looks at how the travel industry can invest in apprenticeships to future-proof workforces in companies, big or small.

With levy payments now well underway and apprenticeships funding available for all companies including SMEs, now is the perfect time for travel companies to establish, grow or develop their apprenticeship programmes.

Attend this event to get to grips with the practicalities of delivering apprenticeships including understanding funding, choosing a training provider, meeting the 20% off-the-job training requirement and attracting and retaining the best talent.

Hear about how to invest in upskilling your current staff with the development of higher, degree and leadership schemes. Take the opportunity to hear from existing and past apprentices about the benefits and challenges of apprentice programmes.

Don’t miss this opportunity to hear from the Education and Skills Funding Agency, a range of training providers and large and small travel companies. With End Point Assessors now appointed also hear about how to engage with them and how to monitor your apprentices progress to ensure they are ready for assessment.

Benefits of attending

- Listen to **government guidance** on seasonal contract apprenticeships and transferring apprenticeship service funds
- Consider how to **add value for your business** through **integrating apprenticeships**
- Get the latest **updates about policy and legislation** changes impacting apprenticeships
- Hear **real-life industry** examples from employers who are **running apprenticeship programmes**

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
- Finance teams
- Marketing and communications teams.

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How to register

You can book online and pay by credit card or request an invoice.

Visit abta.com/events to book.

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

Prices

ABTA Member/Partner **£229 plus VAT**

Non-Member/Partner* **£349 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 Members or Partner visit abta.com/join*

Group booking discounts

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

Book **five places** and get **the fifth place free**

This discount will be automatically applied when you book online.

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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. 76% of people feel more confident booking with an ABTA Member.

Upcoming events

Essential Guide to Travel Marketing

19 September 2018, London

Advanced Social Media in Travel

20 September 2018, London

Data Protection and Management in Travel Post-GDPR

16 October 2018, London

Employment Law for Travel Employers

17 October 2018, London