



Overview

The aim of this programme is to enable attendees to understand their markets, identify potential employers to engage with and develop value propositions that those employers want.

Delegates will apply the concepts learnt to their own market/client base to ensure that they can apply the learning to their work. In addition there will be templates and processes that can be tailored and applied, to increase the chances of success.

Course objectives

By the end of this workshop delegates will have highlighted and understood the key skills that help to engage better with employers. This will enable them to:

- Understand the trends and challenges in the marketplace – both positive and negative
- Develop their provision to deliver meaningful 'value propositions' for employers
- Create a personal action plan to increase employer engagement levels

Main content areas

- Understanding the marketplace – economic trends and government policy
- Identifying and using different data sources to research the local market
- Identifying employer needs - today and in the future
- The customer mix - existing and potential target employers
- Developing the learning curriculum to be attractive to the market
- Communicating the messages to employers – what's the value to them?
- Review and evaluate the effectiveness of the engagement activity
- Action planning session

Pre-work

They will be asked to attend having considered and made notes on the following:

- The specific sources they use today for gathering market data
- The quality and reliability of their current market data
- How well their learning provision suits the local demand (and how that is measured)
- What the opportunities they can see to improve employer engagement