



26 & 27 November 2024, The Studio, Birmingham

## Event Programme

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Exhibitors



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#CDICONF2024

# Foreword



**David Morgan**  
*Chief Executive, CDI*

I am delighted to welcome you to the CDI Conference and Dinner 2024.

This year the conference runs over two days and explores the theme of Valuing Careers, as we launch the CDI's campaign to raise the profile of the profession, advocate for respect for the role of career development professionals and encourage the talent pipeline to ensure a sustainable workforce for the profession.

As a key event in the career development calendar that brings all areas of the UK profession together, we have curated an exceptional programme of keynote speakers, panels and workshops. I am grateful that we will be joined by leading voices in careers, skills and education, as well as showcasing new voices that bring a wide range of perspectives, practical experiences and more.

As well as gaining a greater understanding of the overarching issues affecting the profession, the workshops cover five streams to enable you to develop your own areas of interest; careers policy, working with young people, working with adults, changes such as AI and net zero that will affect our work, and developing the profession and ourselves.

I am also excited that the conference will see the launch of the Valuing Careers report on our survey of 5,004 UK adults about their careers. We will also be launching the revised CDI Code of Ethics and hosting signing sessions with authors of the first three books published under the CDI's partnership with Trotman Indigo.

The conference is an amazing opportunity for all members of the profession to come together, learn and share ideas over two days of high quality CPD. Plus, the conference dinner offers a wonderful environment in which to create and strengthen your networks, as well as celebrate all your hard work over 2024.

I would like to thank all 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 and making the commitment to keep learning.

Best regards,

**David Morgan**

Chief Executive, The Career Development Institute



**Join us for the Conference dinner, Tuesday 26 November from 7 pm**

Attendees need to pre-book for this event (deadline for booking is Tuesday 12 November).

- 7.00 pm : Drinks reception (Atrium)
- 7.30 pm : Dinner (Explore room)
- 9.30 pm : Music and networking
- 11.00 pm : Event closes.

Sponsored by



Join the discussion on X. Follow @theCDI using #CDICONF2024

# Sponsor information

## Dinner sponsor



The UK's leading early careers support service - specialising in diverse talent. We help students into apprenticeships through careers events, 1-to-1 mentoring, and quality resources. Students are 10x more likely to secure an apprenticeship by coming through the free Pathway CTM programme!

Our Programme is free for students and schools, backed by over 50 multinational employer partners. We have a network of over 75,000 students, aged 13-21, from our deep partnerships with 1,300 schools and 3,000 teachers – not to mention the 20,000 parents in our engaged community, who are all helping their children make better, informed decisions.

**w: [pathwayctm.com](https://pathwayctm.com)**

## Goody bag sponsor



The British Army is the land branch of the British Armed Forces. We're responsible for lots of things like supporting peacekeeping and humanitarian operations around the world, training Soldiers and Officers, and working to maintain global and national security. We're also one of the largest providers of apprenticeships in the country with over 15,000 people on one of our apprenticeship programmes at any one time.

**w: [jobs.army.mod.uk](https://jobs.army.mod.uk)**

# Exhibitor information

## Exhibitors



Morrisby offers engaging, reliable careers advice based on over 55 years of experience. Using innovative assessments and psychometric technology, we provide accurate career options for students and adults. Our intuitive portal supports all aspects of careers education, from assessments to future planning. Trusted by over 1,000 schools and colleges, Morrisby is committed to helping young people discover careers aligned with their strengths and motivations, inspiring the next generation.

**w: [morrisby.com](http://morrisby.com)**



In the 50+ years since we first started out, Trotman has grown to become a renowned publisher with a wide range of titles written by leading contemporary careers education influencers. Since 1969 our aim has been to help students get the career they want; our books and careers website Indigo are designed to support them in making informed choices about their futures, and also to aid careers education professionals in providing first class careers guidance.

**w: [trotman.co.uk](http://trotman.co.uk)**



UNISON is the UK's largest union, serving more than 1.3 million members. We represent staff who provide public services in the public, voluntary and private sectors. Our members include thousands employed across the careers sector, from support staff through to careers advisers and managers. With our National Careers Forum bringing together the voices of careers workers across the UK, we campaign for better pay, working conditions, and recognition for all those working in careers guidance.

**w: [unison.org.uk](http://unison.org.uk)**



# Keynote Speakers

## Keynote speakers on Day 1 - 26 November



**Jane Hubuck,**  
*Deputy Director, Department for Education (DfE)*

Jane is the deputy director for careers, within the Department for Education. She is a long-standing civil servant, having worked across many policy areas within government. She has worked on policies that include adoption, child sexual exploitation, the skills requirements for London 2012, the children’s social care innovation fund, and the FE teacher workforce. Jane has worked on careers for over four years and leads a multidisciplinary team including policy, professional career advisers, communications and digital specialists. Prior to joining central government, Jane worked for a local education authority.



**Tristram Hooley**  
*Professor of Career Education, University of Derby*

Tristram Hooley is a researcher and writer specialising in career and career guidance. He holds professorial positions at the University of Derby, Canterbury Christ Church University, and the Inland Norway University. He is the author of 11 books and over 100 articles, papers and book chapters. His work focuses on the intersection of career, education, politics, and technology, and he is strongly committed to social justice. Ultimately, he believes the world should be better than it currently is and hopes that career guidance can play a role in moving it in a positive direction. He also writes the Adventures in Career Development blog at [adventuresincareerdevelopment.wordpress.com](http://adventuresincareerdevelopment.wordpress.com)

## Keynote speakers on Day 2 - 27 November



**Pete Robertson,**  
*President, CDI*

Pete trained to be a career adviser at Bristol Polytechnic in 1987. He worked as a career adviser in Hertfordshire and North London, specialising in supporting young people with disabilities and learning difficulties. After studying occupational psychology at the University of East London, he became a training manager at a career service company. He moved to Scotland to work for Edinburgh Napier University in 2001. His current role as a professor involves lecturing in career guidance and related research activities. He is the current President of the CDI, and a Fellow of NICEC.



**Gill Frigerio**  
*Associate Professor, University of Warwick*

Dr Gill Frigerio leads the career development and coaching professional programmes at the University of Warwick. She enjoys supporting practitioner researchers in projects that make a difference to career development practice, as well as teaching (and learning) about calling, meaningful work, sustainability in careers, women’s working lives, and faith and career. She is the chair of NICEC, the learned society for serious thinking about career development, and co-author of the Career Development Handbook. She welcomes connections across the career development world via LinkedIn.


# Conference programme



## DAY 1: Tuesday 26 November



**9.00** Registration & refreshments

**9:30**  **Welcome and Conference overview**  
**David Morgan**, *Chief Executive, CDI*

**9:40**  **Keynote 1: The careers priorities of a Labour government**  
**Jane Hubbuck**, *Deputy Director, Careers, Department for Education*  
 With recorded speech from Baroness Jacqui Smith, Minister for Skills



**10:30** Workshop session 1

Choose from the below 4 workshop sessions:

**1**  **Training 1,000 careers advisers**  
**Jessica Bushell**, Career Civil Servant and **Gregory Boone**, Career Civil Servant -  
 Careers Services for Young People, Department for Education (DfE) 

**2**  **Effective Transitions Fund: The importance of practitioner integrity in supporting disadvantaged students.** **Siobhan Neary**, Professor of Career Development Practice and Head of iCeGS, University of Derby 

**3**  **Empowering career development with the Grid™: Inspire, motivate and support success.** **Magdalena Bak-Maier**, Managing Director, Make Time Count Ltd and **Katie Conley**, Career Coach, Conley Career Coaching 

**4**  **Can green career education and guidance be more than just greenwashing?** **Belinda Nuttall**, Independent Career Adviser 

**11:15** Break: Refreshments, networking and exhibition

 = Policy    = Young People    = Adults    = Changes - AI/Net    = Profession

11:35

**Panel session 1: The value of career development in kickstarting economic growth**



**Deirdre Hughes** (Chair)  
CareerChat (UK) Ltd



**Gavin Beart**  
Reed Recruitment



**Gary Mundy**  
Career Connect



**Sonya Midgley**  
West Yorkshire  
Combined  
Authority



**Dr Fiona Aldridge**  
Skills Federation

12:25

**Workshop session 2**

Choose from the below 4 workshop sessions:

1

**Work experience for all: What should it look like in practice?**

**Nina Charalambous**, Senior Policy Adviser and **Isobel Waite**, Senior Researcher, Speakers for Schools

P

2

**Career guidance for UK adults: The opportunities and challenges**

**Stephen Plimmer**, Research Manager, Career Development Institute

A

3

**The development of CEIAG - can AI really help us?**

**Steve Jones**, Account Manager, Morrisby

C

4

**Career development theories in practice**

**Julia Yates**, Associate Professor, City, University of London

Pr

13:10

**Lunch, networking and exhibition**

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**14:10**  **Keynote 2 : Breaking down barriers to opportunity - ensuring young people leave school ready to keep developing skills. How do we encourage more adults to undertake lifelong learning?**  
 Tristram Hooley, *Professor of Career Education, University of Derby*

**15:00** **Workshop sessions 3**

Choose from the below 4 workshop sessions:

**1**  **West Yorkshire All-Age Careers Blueprint – a regional framework to drive positive system change through devolution** **Anika Gilbert**, Policy Officer (Employment & Skills), West Yorkshire Combined Authority & **Siobhan Neary**, Head of iCeGS, University of Derby P

**2**  **The influence of career guidance on first generation students** **Jodie Boyd**, International Director, School of Education, Business and Law, University of Huddersfield YP

**3**  **Greening our practice: Ways in which career development professionals could (or should?) address environmental challenges through their work** **Korin Grant**, Assistant Professor of Career Studies, University of Warwick and **Laura Skedgell**, Careers Consultant – Sustainability, Imperial College Business School C

**4**  **How to survive and thrive as a careers professional in education today and in the future** **Vicky Woodings**, self-employed Careers Adviser Pr

**15:45** **Break: Refreshments, networking and exhibition**

**16:00** **Panel session 2: Encouraging more people into career development to grow the profession**

				
<b>Gina Visram</b> <i>(Chair)</i> Career Coach and Consultant	<b>Justin Kerr</b> Department for the Economy	<b>Elaine Inglis</b> Education Development Trust	<b>Jodie Boyd</b> Huddersfield University	<b>Hannah Blake</b> iCeGs University of Derby

**16:45**  **Closing remarks**  
 David Morgan, *Chief Executive, CDI*

**17:00** **End of Conference day one**

**19:00** **Conference dinner** (for pre-booked dinner attendees)

## DAY 2: Wednesday 27 November

9.00

Registration & refreshments

9:30



**Welcome and Conference overview**

David Morgan, *Chief Executive, CDI*

9:40



**Keynote 1**

**Valuing Careers - gaining respect for the profession**

Pete Robertson, *President, CDI*

10:30

Workshop session 1

Choose from the below 5 workshop sessions:

1

**Where are we now and how did we get here? The impact of career-related policy on careers service delivery and practice in the UK**

Michelle Stewart, *Independent Careers Consultant*

P

2

**Extending the Gatsby Benchmarks: Building a framework for quality careers services for NEET young people**

Gary Mundy, *Director of Research and Evaluation, Career Connect* and Maria Osowiecki, *Education Development Trust*

YP

3

**Using groupwork to develop career confidence**

Emma Anderson, *Career Development Consultant, Edinburgh Napier University* and Sue Edwards, *Senior Lecturer - Career Guidance, University of Huddersfield*

A

4

**AI in action. A hands-on introduction to AI-assisted session planning**

Michael Larbalestier, *CDI Digital Associate*

C

5

**Bringing your expertise to a wider audience to make a bigger impact: a workshop focused on organisation-based career development and what you could offer in this space.**

Valerie Rowles, *Independent Career Development Practitioner* and Rosemary McLean, *Director, The Career Innovation Company*

Pr

11.15

Break: Refreshments, networking and exhibition

= Policy

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11:35

**Panel session 1: Valuing careers: How do we raise the profile of careers guidance for young people and adults?**



**Chris Webb** (Chair)  
Career Consultant,  
University of  
Huddersfield



**Claire Viney**  
CRAC



**Sandra Cheyne**  
Skills Development  
Scotland (SDS)



**Bella Doswell**  
The Talent  
Company



**Iffat Ahmad**  
Batley Girls' High  
School

12:25

**Workshop session 2**

Choose from the below 5 workshop sessions:

1

**The importance of career choice and career management skills on long term mental health.** **Hannah Courtney Bennett**, Chartered Psychologist and Registered Career Development Professional, TALENT & CAREER

P

2

**The co-creation of resources with SEND young people**  
**Sianell White**, Executive Officer and **Sammy Everard**, Chief Executive Officer, SAMEE Charity

YP

3

**Work Forwards - career and employability support for people affected by cystic fibrosis.** **Paul Warren**, Employment Adviser and **Jimmy Gregory**, Work Forwards Programme Manager, Cystic Fibrosis Trust

A

4

**Can I choose a green career? A new resource to support guidance professionals.** **David Hodgson**, A Career Adviser, Green Careers Week (part of National Careers Week)

C

5

**Why do people join the career development profession?**  
**Paula Benton**, Assistant Professor, Northumbria University

Pr

13.10

**Lunch, networking and exhibition**

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14:10



**Keynote 2:**  
**Unlocking the secrets to becoming a successful career development practitioner**  
**Gill Frigerio**, Associate Professor, University of Warwick

15:00

**Workshop session 3**

Choose from the below 5 workshop sessions:

1

**Engaging the disengaged in careers**  
**Jake Richings**, Director, Authentic Engagement

P

2

**Career Confidence Scorecard: How to encourage students to make confident career choices and transitions**  
**Antony Adams**, Careers Coach and Founder, Careers Calendar

YP

3

**It's not just a walk in the park**  
**Dominik Malaisé**, Career Coach, The Outdoor Coaching Company

A

4

**What AI tells us about the human dimensions of career development work**  
**Wendy Pearson**, Assistant Professor, University of Warwick

C

5

**Raising standards through reflective practice; a wellbeing approach**  
**Beth Urquhart**, Career Coach and **Lou Murphy**, Independent Careers Adviser

Pr

15.45

**Break: Refreshments, networking and exhibition**

16:00

**Panel session 2: Supporting young people and adults who are disabled or have additional learning needs**



**Katharine Horler**  
 (Chair)  
 Careers England



**Sam Everard**  
 SAMEE



**Emma Clewarth**  
 Careers Wales



**Jules Benton**  
 Cosmic Cactus



**Chris Targett**  
 CXK

16:45



**Closing remarks**  
**David Morgan**, Chief Executive, CDI

17.00

**End of conference**



# Conference workshops

## DAY 1

10:30 - 11.15

Workshop session 1

1

### Training 1,000 careers advisers'

**Jessica Bushell**, Career Civil Servant and **Gregory Boone**, Career Civil Servant - Careers Services for Young People, Department for Education (DfE)

P

Greg Boone and Jess Bushell from the Department for Education will talk about the new government's pledge to train 1,000 careers advisers. They will set out how they are currently scoping work to address this pledge: what it intends to achieve, what they know and need to know about it, what are the emerging/potential delivery options and discussion on this with workshop attendees.

2

**Effective Transitions Fund: The importance of practitioner integrity in supporting disadvantaged students.** **Siobhan Neary**, Professor of Career Development Practice and Head of iCeGS, University of Derby

YP

The evaluation of the Careers & Enterprise Company's Effective Transition Fund (2024) has revealed extensive impacts. Over 90% of students, all of whom are on free school meals (FSM), achieved a sustained destination and expressed satisfaction with their post-16 choices. A key influence on the project's success was the importance of the relationship developed between the careers adviser/coach and the young person during the programme. The integrity of practitioners played a significant role in supporting students to develop a trusting relationship with an adult. This workshop will present the research outcomes and delve into the evidence supporting the significance of the practitioner/student relationship, along with the factors that contribute to successful destinations.

3

**Empowering Career Development with the Grid™: inspire, motivate, and support success.** **Magdalena Bak-Maier**, Managing Director, Make Time Count Ltd and **Katie Conley**, Career Coach, Conley Career Coaching

A

Career management can be challenging at all life stages, and this struggle is often intensified for neurodiverse individuals. The Grid™ offers a powerful framework for personal leadership, placing career development at the heart of well-being and flourishing. In this engaging workshop, you will learn how the Grid™ helps clients clarify, value, and take control of their careers through practical, actionable steps. Experience a fun, embodied practice that you can apply immediately, and gain insights from a real-life case study of a career coach who successfully used the Grid™ to grow her practice. Leave feeling inspired to transform your career coaching!

4

**Can green career education and guidance be more than just greenwashing?** **Belinda Nuttall**, Independent Career Adviser

C

The transition to net zero, climate change adaptation/mitigation, and nature restoration will profoundly impact economic sectors, workplaces, education, and career pathways. Addressing green skills shortages will require upskilling the existing workforce and attracting new entrants from the current school population. There is a call for a 'paradigm shift' in career development where green career education and guidance could be the bridge between the emerging green labour market and supporting young people. This workshop draws together academic theory with the perceptions and experiences of frontline career practitioners. An unexpected outcome is a nascent green career education and guidance framework.

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12:25 - 13:10

Workshop session 2

1

**Work experience for all: What should it look like in practice?**

**Nina Charalambous**, Senior Policy Advisor, Speakers for School and  
**Isobel Waite**, Senior Researcher, Speakers for School

P

Speakers for Schools is the UK’s largest social mobility charity and the leading provider of multi-day work experience. In this session, we will explore work experience for all, examining research findings and the policy implications of the Government’s pledge to deliver universal work experience as part of its mission to break down barriers to opportunity. Our interactive activity will focus on how to make work experience effective for young people, employers, and educators by:

- supporting upward social mobility
- ensuring equitable access to career preparation activities
- incentivising employers and supporting educators

We will also share our upcoming research and impact reporting on this topic.

2

**Career guidance for UK adults: The opportunities and challenges**

**Stephen Plimmer**, Research Manager, Career Development Institute

A

Motivated by a lack of understanding of the scale and nature of the value for career guidance to help the UK address some of its bigger economic and social challenges, and individuals to address some of their most important challenges, the CDI commissioned a national research study of 5,004 adults. We found that the national working age population was relatively positive about its career to date, but nearly half did not feel confident about the future. We found a population where 8 in 10 have aspirations for the next few years but also anticipate barriers in what they would like to achieve. Set against this context, our over-riding finding was that there is a significant missed opportunity for career guidance to use a strategic toolkit to support both individuals and our wider economy, given a) peoples’ career aspirations would very often create an economic benefit if achieved, b) there are very low use rates of forms of professional career support, and low levels of awareness and understanding, c) the few that have used forms of support have gained considerable value. In this talk, we paint the landscape of opportunities and challenges and highlight areas for increasing coverage and impact.

3

**The development of CEIAG - can AI really help us?**

**Steve Jones**, Account Manager, Morrisby

C

This interactive workshop aims to explore the positives and potential dangers of AI in CEIAG - this will also hopefully include some work we have been completing with Deidre Hughes with a White Paper being produced around this topic. It will also open discussion on the practical ways AI could benefit the development of CEIAG and explore how we have started building AI-driven tools, specifically for FE Colleges to provide CEIAG to prospective students. There may also be an opportunity to see or try out this tool.

4

**Career development theories in practice**

**Julia Yates**, Senior Professor, City, University of London

Pr

Career development theories have the potential to add significantly to our work, sharpen our practice and boost our credibility. However, it is not always easy to know exactly how we should use them. In this workshop, Julia will share examples of ways to use Career development theories in one-to-one and group settings, drawing on old favourites and introducing some fresh ideas.

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15:00 - 15:45

Workshop session 3

1

**West Yorkshire All-Age Careers Blueprint – a regional framework to drive positive system change through devolution.** **Anika Gilbert**, Policy Officer (Employment & Skills), West Yorkshire Combined Authority and **Siobhan Neary**, Professor of Career Development Practice and Head of iCeGS, University of Derby

P

Tracy Brabin, the Mayor of West Yorkshire, pledged to create a Region for Learning and Creativity through devolution. She aims to equip more people with the knowledge and skills needed to thrive while ensuring businesses can flourish. Central to this ambition is the development of an integrated employment and skills system that is closely aligned with the regional economy. A person-centred careers advice and guidance system, offering both universal and targeted support for people of all ages, is also seen as essential to achieving these goals.

The workshop will offer delegates an insight into the evidence-led development and next steps for the West Yorkshire All-Age Careers Blueprint – a regional framework to drive positive system change through devolution.

2

**The influence of career guidance on first-generation students.** **Jodie Boyd**, International director (education), University of Huddersfield

YP

The session will draw upon the findings from my PhD thesis, which investigates the influence of career guidance on first-generation students applying to university during the Covid-19 pandemic. Drawing on concepts taken from careership theory, the research looks at the role of career guidance in expanding horizons for action as well as focusing on how first-generation students make career-related decisions.

3

**Greening our practice: A workshop to help us explore and identify ways in which career development professionals could (or should?) address environmental challenges through their work.** **Korin Grant**, Assistant Professor of Career Studies, University of Warwick and **Laura Skedgell**, Careers Consultant – Sustainability, Imperial College Business School

C

This workshop aims to consider (and demonstrate) the value that career development practitioners can bring to the world by addressing sustainability issues through their work and practice. We begin by presenting the case for this approach, introducing research on the 'green transition' in the labour market, examining attitudes to climate change of people across different stages and ages, and linking these to our professional standards. We also explore the challenges that practitioners may face when adopting a 'green' approach and the career development needs that may arise.

In the final half of the session, we share examples of practices that incorporate sustainability. Working in groups, we will consider changes we can make to our practice today to be greener tomorrow. The session ends with a call to action for those interested in further exploration.

4

**How to survive and thrive as a careers professional in education today and in the future.** **Vicky Woodings**, Self-Employed Careers Adviser working as a Careers Professional and Consultant in schools and academies

Pr

This workshop will focus on the key challenges to working as a careers professional in education at present such as:

- reduced funding
- isolation, lack of support and visibility
- lack of time to deliver a comprehensive careers programme and careers guidance

The session will focus on practical top tips and quick wins for professionals. It will also offer opportunities to share best practices and work collaboratively to provide solutions. This interactive format will allow participants to engage actively.

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## DAY 2

10:30 - 11:15

Workshop session 1

1

**Where are we now and how did we get here? The impact of career-related policy on careers service delivery and practice in the UK.**  
**Michelle Stewart**, Independent Careers Consultant

P

This workshop aims to develop the learner’s critical understanding of the career development sector in the UK and how it has responded to changes in government policy, advancements in skills education, and the evolving needs of the labour market. It is particularly relevant for anyone seeking to better understand the impact of career-related policy on service delivery and practice, including those studying the OCR L6 Diploma in Career Guidance and Development (Unit 1) or the Qualification in Career Development.

2

**Extending the Gatsby Benchmarks: Building a framework for quality careers services for NEET young people.** **Gary Mundy**, Director of Research and Evaluation, Career Connect and **Maria Osowiecki**, Education Development Trust

YP

A recent sectoral consultation conducted by Career Connect highlighted the value of a best practice framework for careers services for NEET young people, similar to the Gatsby Framework for Good Careers Guidance for schools and colleges. This session will facilitate a broader discussion on the essential components of such a framework and will share findings from a workshop we recently held with eight local authorities on best practices. The outcome will be a paper summarising the discussion and proposing the next steps in developing an evidence-based framework that supports greater consistency in the delivery of impactful services for NEET young people.

3

**Using groupwork to develop career confidence**

**Emma Anderson**, Career Development Consultant, Edinburgh Napier University and **Sue Edwards**, Senior Lecturer - Career Guidance, University of Huddersfield

A

In a rapidly changing world, careers services are required to find new and innovative ways of meeting client needs. Interest in Group Career Guidance (GCG) as a tool to do this has increased over recent years, however, there is often confusion about what GCG is, and how it differs from other forms of groupwork. This workshop introduces Textures of Groupwork Continuum to define and differentiate between various approaches to groupwork and considers their potential to facilitate personal growth, providing practical insight gained from a Group-Career-Coaching pilot at Edinburgh Napier University to support the development of career confidence in students.

4

**AI in action. A hands-on introduction to AI-assisted session planning**

**Michael Larbalestier**, CDI Digital Associate

C

Transform your group sessions with the power of AI! This interactive workshop offers career practitioners a hands-on introduction to AI-assisted session planning using tools like ChatGPT and Microsoft Copilot. Install one of these apps and bring your smartphone or tablet to learn how to:

- Generate Engaging Session Topics: Quickly brainstorm ideas tailored to your audience.
- Craft Efficient Session Outlines: Streamline your planning process with AI.
- Design Interactive Activities: Create compelling exercises that boost client engagement

Step into the future of career development and make your next group session unforgettable. Join us and unlock new levels of efficiency and creativity in your work!

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5

**Bring your expertise to a wider audience to make a bigger impact: a workshop focused on organisation-based career development.** **Valerie Rowles**, Independent Career Development Practitioner **Rosemary McLean**, Director, The Career Innovation Company

Pr

If you have ever wondered what you could offer to companies who want to provide good quality career development support to their employees, this could be just the session for you! Guided by experienced CDPs, Rosemary McLean and Valerie Rowles, you will generate ideas in groups to build the case for bringing your career development expertise into organisations. You will also practice pitching proposals to organisational HR stakeholders, demonstrating how career development solutions can add value. At the end of this interactive session, you will have insights into whether you would enjoy this less-talked-about part of our profession and have the starting elements for your own exploration of

12:25 - 13:10

Workshop session 2

1

**The importance of career choice and career management skills on long term mental health.** **Hannah Courtney Bennett**, Chartered Psychologist and Registered Career Development Professional, TALENT & CAREER

P

**Aim:** To spotlight the interventions that careers professionals deliver to students and the influence that this work has on the health of the nation's future workforce.

This workshop begins to explore the interface between career choice and mental health, with a particular focus on the vocational choices made by young people and the reasons why these choices impact future mental health in adulthood. It will provide insight into the changing world of work and the need for the development of career management and career resilience skills.

The workshop will champion the case for excellent careers education and guidance for young people delivered by RCDPs. It will illustrate how enabling young people to build effective career management and career resilience skills should be considered a Public Health intervention. The overall message would be that properly resourced and consistently delivered career services have the power to improve and protect the mental health of the nation's workforce – now and for years into the future. Participants will work in groups to discuss tools and insights needed to make informed career decisions that support overall well-being/mental health.

2

**The co-creation of resources with SEND young people** **Sianell White**, Executive Officer and **Sammy Everard**, Chief Executive Officer, SAMEE Charity

YP

From our professional experience, we are aware that SEND young people enjoy having careers meetings. It is not always about discussing the destination they are reaching for but also the opportunity to meet and engage with someone new. We find that many SEND young people want to draw pictures, use photos and share with us their personal achievements through a wide range of mixed creative methods. This workshop demonstrates some practical and tangible resources which have been co-created directly with SEND young people that may help enhance your best practice and engagement with the disabled community.

3

**Work Forwards - career and employability support for people affected by cystic fibrosis.** **Paul Warren**, Employment Adviser and **Jimmy Gregor**, Work Forwards Programme Manager, Cystic Fibrosis Trust

A

Recent medical innovations have significantly improved the health and life expectancy of around 90% of people with cystic fibrosis (CF) who previously did not expect to live beyond the age of 40. This has introduced new challenges for those who did not expect to live long enough to have a career. With lottery funding, the Cystic Fibrosis Trust has created Work Forwards, the only service of its kind that offers career and employability support to anyone living with, or affected by CF. Our workshop aims to provide insights into how this program continues to support the CF community's career ambitions.

**4** **Can I choose a green career? A new resource to support guidance professionals.** **David Hodgson**, A Career Adviser, Green Careers Week (part of National Careers Week) **C**

Young people are increasingly interested in choosing careers in the green economy. Green Buzz combines careers guidance theory with International LMI and research to help young people accurately identify green careers and companies that align with their beliefs and values. The free resource has been developed by David Hodgson, creator of The Buzz Quiz, National Careers Week and Nesta (EU funded green careers research body towards EU NET zero target). Experience this innovative resource, officially launching during Green Careers Week in November 2024, a powerful new tool for career guidance professionals.

**5** **Why do people join the career development profession?** **Paula Benton**, Assistant Professor, Northumbria University **Pr**

Given the challenge of encouraging a wider range of people to join the career development workforce, research was undertaken to better understand the motivations of those who have recently joined the profession. In this workshop, we will present the findings of a study that examined the decision-making processes of new entrants into the profession and explored how their initial perceptions of the role compare to the realities of working in the sector. We will discuss the implications of the initial findings of an online survey and follow-up interviews, and you will be encouraged to reflect on your own experiences throughout.

**15:00 - 15:45** **Workshop session 3**

**1** **Engaging the disengaged in careers** **Jake Richings**, Director, Authentic Engagement **P**

This workshop will explore strategies to create higher stakeholder engagement in career education. Participants will learn:

- 1) how to increase business participation in career fairs,
- 2) how to use social media content to engage hard-to-reach groups, and
- 3) unorthodox approaches to 'careers' that break through the noise. By attending this workshop, you will gain tools that save your time and effort when engaging stakeholders in careers.

**2** **Career Confidence Scorecard: How to encourage students to make confident career choices and transitions** **Antony Adams**, Careers Coach and Founder, Careers Calendar **YP**

The "Career Confidence Scorecard" workshop is designed to equip career advisers with tools and strategies to help students make confident career choices and transitions. Participants will learn how to assess students' career readiness, identify areas for growth, and provide targeted support to build self-assurance in their career decisions. The workshop includes practical exercises, case studies, and a customisable scorecard template that guides students in evaluating their confidence in each key area. By the end, CDPs will be empowered to foster a culture of confidence in decision making.

3

**It's not just a walk in the park**

**Dominik Malaisé**, Career Coach, The Outdoor Coaching Company

A

Using the natural environment in counselling and coaching is a significant and emergent form of practice. Evidence-based research into outdoor career coaching for mid to late-stage career coaching is still in its infancy. Outdoor and environmental perspectives are firmly rooted in the current ecological zeitgeist. This workshop (based on award-winning research) aims to explore ways of bringing the outdoors into the coaching space.

4

**What AI tells us about the human dimensions of career development work**

**Wendy Pearson**, Assistant Professor, University of Warwick

C

The arrival of generative chatbots, such as ChatGPT, has amplified interest in AI technology. We stand in a moment where we can consider how we can shape technology and how we allow technology to shape our practice, in ways that make our interactions more human, not less.

5

**Raising standards through reflective practice; a wellbeing approach**

**Beth Urquhart**, Career Coach and **Lou Murphy**, Independent Careers Adviser

Pr

Reflective practice is more than just a professional obligation—it's a powerful tool for enhancing your wellbeing. Our workshop is designed to enrich your professional practice by introducing a wellbeing framework that will energise and transform your approach to reflection. In this interactive session, we will delve into the key elements of effective reflective practice and explore a model specifically designed to boost your wellbeing. Additionally, you will have the opportunity to connect with peers and start building your personalised reflective practice action plan.

**P** = Policy    **YP** = Young People    **A** = Adults    **C** = Changes - AI/Net    **Pr** = Profession



# Speakers



**Anika Gilbert,**  
*Policy Officer (Employment & Skills), West Yorkshire Combined Authority*

As a policy officer at the West Yorkshire Combined Authority, Anika shapes and drives policy and strategy development across employment and skills, working closely with a wide range of partners. She is leading efforts to prepare the Combined Authority for the devolution of career-related powers and funding, while also helping to deliver on Mayor Tracy Brabin’s ambition for a region of learning and creativity.



**Antony Adams,**  
*Careers Coach*

Antony Adams, a Level 7 qualified Careers Adviser, has over 15 years of experience working in careers services across the UK and the globe. A background in innovation and creativity, Antony use novel approaches to delivering careers guidance services.



**Belinda Nuttall,**  
*Independent Career Adviser*

Belinda Nuttall is an experienced geography teacher and senior leader, having held roles including Head of Sixth Form and in education/career transitions. In recent years, Belinda has gained a Master’s degree in Career Development and Guidance and is now an independent RCDP as well as a professional practices mentor at NTU.



**Bella Doswell,**  
*Career Transition Consultant, The Talent Company*

Bella is a Careers Development Professional who is certified as a CCDP in Ontario, Canada, and is a RCDP in the UK. A highly skilled careers enthusiast, she has provided services internationally, working in the UK, the UAE and since 2012, serving Professional and Executive Clients in Canada. With extensive training in psychology and mental health counselling, and holding a subject-specific Master’s degree in Career Development and Coaching Studies from the University of Warwick, Bella is especially skilled in confidence building, emotional intelligence awareness, and career management strategy. She takes continuous learning seriously and is always watching for emerging labour market trends, changes in tech and new ideas in careers work. She actively promotes and advocates for CDPs on LinkedIn, with a keen interest in professional identity.



**Beth Urquhart,**  
*Career Coach*

Beth is a qualified careers adviser with 20+ years of experience across England and Scotland. A CDI Ethics and Professional Standards committee member, Beth is employed by Skills Development Scotland with experience in supporting diverse clients. As a professional practice coach, she is passionate about CPD and has researched and studied wellbeing.



**Chris Targett,**  
*Area Manager and Careers Adviser RCDP, CXK*

Chris Targett is well-known in the careers education community as a dynamic and innovative careers adviser. He was awarded the prestigious 'UK Careers Adviser of the Year' Award by the Career Development Institute (CDI) in 2021. Chris's background in art and philosophy has inspired him to develop visual and kinaesthetic methods tailored to the diverse learning styles of students. He employs innovation, creativity and technology to support young people, schools, colleagues and practitioners across the guidance community. Chris currently works as an area manager & careers adviser RCDP, supporting a team of dedicated careers advisers delivering information, advice and guidance services across south-east England. He is also a media content creator for CXK, a charity whose mission is to inspire people to thrive. As a published careers writer, Chris is also the current Chair of the Careers Writers Association (CWA).



**Chris Webb,**  
*Career Consultant, University of Huddersfield*

Chris Webb is a higher education career consultant, freelance careers writer and podcaster. A member of the CDI, AGCAS and the Careers Writers Association, Chris co-hosts the CDI's 'We Are Careers' podcast and is the author of #TheWeekInCareers, a popular weekly newsletter on LinkedIn.



**Clare Viney,**  
*Chief Executive, CRAC-Vitae*

As a strategic leader with over 20 years of career and professional development experience, Clare has served as the chief executive officer of the Careers Research and Advisory Centre (CRAC) since October 2016. She is a chartered scientist and chemist with extensive experience in the science community and the not-for-profit sector. Clare is passionate about investing in future generations and those from diverse backgrounds, empowering people to realise their potential and achieve their career and development goals. CRAC manages the Vitae programme in higher education, strengthening institutional provisions for the professional development of researchers and positioning career and professional development as a lever for research culture change.



**David Hodgson,**  
*Career Adviser, Green Careers Week (part of National Careers Week)*

David Hodgson has been a careers adviser for over 30 years. He created the Buzz Quiz, which is used worldwide by over 250,000 people each year, and has written seven careers books. He is an entertaining and inspirational international speaker and trainer, working with organisations including Careers Wales, SDS and EDT.



**Deirdre Hughes,**  
*Co-Founder, CareerChat (UK) Ltd*

Deirdre is a UK and international career development specialist and AI technology innovator. She is a Honorary Legacy Fellow of the CDI. Deirdre has combined her academic research and teaching with senior advisory roles undertaken on behalf of Ministers in the UK, the OECD, ILO, Cedefop and the European Training Foundation (ETF). She was a former UKCES Commissioner and Chair of the National Careers Council in England. She is a prolific writer and has recently co-edited three books, published by Routledge, on 'Art of the Truth: Creative Methods in Guidance and Counselling'; 'Decent Work, Inclusion and Sustainability'; and 'Migration and Wellbeing'. She is vice-president of the International Association for Educational and Vocational Guidance (IAEVG). In 2012 she was awarded an OBE in the Queen's Birthday Honours List for services to lifelong guidance.



**Dominik Malaisé,**  
*Career Coach*

Dominik is a business coach specialising in outdoor coaching for individuals and groups of all ages, including young adults. Previously, he had a fulfilling career in the digital economy, working with major organisations like the BBC, Transport for London, and the UK Government, as well as consultancies and creative agencies in London and Berlin. Through these roles, Dominik discovered that a team's success lies in its people, not in processes or technologies. His positive experiences with talented, motivated colleagues inspired him to coach others, helping them unlock their potential and find purpose, meaning, and fulfillment in both their professional and personal growth.



**Elaine Inglis,**  
*Deputy Director, Employability, Education Development Trust (CDI Elected Board Member since November 2022, active on Risk & Finance Committee and the Governance Sub-Group)*

My current position as Deputy Director for Employability within (EDT) Education Development Trust as part of the UK Directorate has allowed my professional development to widen directly into the education sector from working within Schools with young people, to reaching out to adult careers support services, to sector skills and labour market/employer requirements; and ensuring the pathway is clear for people to capture and enhance learning, to ultimately securing employment!

The scope and breadth of my career has been within the employment and careers sectors; working extensively on understanding the government agendas towards independent business growth, advising and guiding SMEs, entrepreneurs and larger corporate businesses to develop, maximise and grow. I am an Associate Business Advisor; and also an independent lecturer, delivering Leadership and Management Skills with a focus upon communications and business growth.

The Careers sector is such an important arena in a world whereby unemployment, inactivity and people seeking a work/life balance that having access to the right IAG is vital; having experienced professionals within our sector and easily accessible, will always be a matter of importance to me, hence my contribution as a board member to the CDI.



**Emma Anderson,**  
*Career Development Consultant, Edinburgh Napier University*

Emma Anderson is a career development consultant at Edinburgh Napier University with over 9 years' experience delivering career guidance and employability support. Emma is an associate fellow of the Higher Education Academy (AFHEA) and is passionate about enhancing the student experience and applying research to practice.



**Emma Clewath,**  
*Assistant Director, Education Development Trust*

Emma has worked for Careers Wales for over 15 years and has managed the South region team of ALN Advisers for over 10 years. ALN teams work in both special and mainstream schools, supporting pupils and their parents in planning successful transitions from school and their long-term career aims.



**Dr Fiona Aldridge**  
**Skills Federation**

Fiona is CEO at Skills Federation, the voice of employer-led sector skills bodies and non-executive director at Youth Futures Foundation, the What Works Centre for youth employment. She has more than 25 years' experience of developing and implementing evidence-based policies and programmes across skills and employment. Prior to her current role, Fiona was head of insights and intelligence at West Midlands Combined Authority, where she led the development of its Employment and Skills Strategy and on negotiations for the employment, skills and careers elements of the WMCA trailblazer devolution deal. She was previously director of research at Learning and Work Institute.



**Gary Mundy,**  
*Director of Research and Evaluation, Career Connect*

Gary has built his career leading evaluation and research for organisations in the not-for-profit sector, both in the UK and internationally. Since 2022, he has served as director of research and evaluation at Career Connect, a charity based in Liverpool that provides high-quality careers support, advice, and guidance to young people and adults.



**Gavin Beart,**  
*Divisional Managing Director, Reed Education*

As the managing director of Reed Education, part of the Reed Specialist Recruitment group, Gavin has been with Reed since 2001 and sits on the leadership board.



**Gina Visram,**  
*Career Coach and Consultant*

Gina Visram is a U.K based, globally-minded, qualified careers guidance professional whose portfolio career currently includes the roles head of careers at Allyn's School, freelance careers consultant at the London School of Economics (LSE) and founder and career coach at Your Career and Future.

Delivered through employers, educational institutions, parents and young people themselves, her mission is to support students on their journey from education to employment and entrepreneurship, all in a spirit of fun and optimism, not fear and overwhelm. Supporting under-represented groups including ethnic minorities, women and their allies is especially close to her heart. An elected CDI board member since April 2023, Gina is excited to be part of the team supporting the strategic direction of the CDI.

Quoted in outlets including The Independent, The Telegraph, BBC London (TV) News, BBC 5 Live, BBC London radio, The Financial Times, Forbes and Psychologies Magazine - Gina increasingly delivers careers development content through her Dive Into Your Career audio podcast; YourCareerAndFuture via TikTok and Instagram and physical and digital products including a job search planner for students and graduates.



**Gregory Boone,**  
*Career Civil Servant, Department for Education (DfE)*

Greg is a career civil servant who has worked in a variety of employment and education-related policy and delivery roles. Greg heads up the Department for Education's (DfE's) Careers Services for Young People Unit which manages DfE's relationship with the Careers and Enterprise Company and interest in the Apprenticeship Support and Knowledge programme. Greg's previous roles include working on the Opportunity Area Programme, Disabled Students' Allowance, Free Schools Programme, the Child Poverty Unit and on Widening Participation in Higher Education.



**Hannah Blake,**  
*Senior Researcher (iCeGS), University of Derby*

Hannah has been a researcher at the International Centre for Guidance Studies (iCeGS) for the past four years, contributing to research in the field of career development and teaching on the MA Careers Guidance and Development programme. Most recently, Hannah has been working on a study commissioned by the Career Development Institute (CDI) to investigate the barriers individuals face when seeking qualifications in the career development sector. This research aimed to enhance understanding and provide actionable insights to help improve access to career development qualifications.



**Hannah Courtney Bennett**  
*Chartered Psychologist and Registered Career Development Professional,*  
**TALENT & CAREER**

As an RCDP, Hannah’s recent work has been as a senior careers adviser to doctors in training as well as diagnosing and coaching those with neurodivergent needs. She continues to support young people in education. Hannah is a member of the ESPC and facilitates a peer supervision group for independent practitioners.



**Iffat Ahmad,**  
*Careers Leader,* **Batley Girls’ High School**

Recently awarded the CDI Careers Leader of the Year 2024, Iffat is an experienced careers leader with a particular focus on developing partnerships with external providers and understanding the key factors influencing children’s career aspirations. Therefore, we equip parents with the knowledge, information, and experiences they need as early as Key Stage 3. Our Higher Education engagement serves as a valuable resource, continuously developing and equipping our learners with the knowledge, skills, and attitudes necessary for their future careers. Iffat has also worked extensively on parental engagement initiatives.



**Isobel Waite,**  
*Senior Researcher,* **Speakers for Schools**

Isobel Waite is a senior researcher at Speakers for Schools, who investigates social mobility issues at the intersection of education and careers. Her research interests are young people’s transitions, and she has an MSc in Educational Research from the University of Oxford. Before joining Speakers for Schools, she was a mathematics teacher.



**Jake Richings,**  
*Director,* **Authentic Engagement**

Jake Richings is a young entrepreneur who creates career education content for schools. After struggling to find work that he was good at, Jake started experimenting and sharing his learnings about different jobs. Now, he supports schools and businesses to engage students in their future careers using video and lesson plans.



**Jimmy Gregory,**  
*Work Forwards Programme Manager,* **Cystic Fibrosis Trust**

Jimmy manages the Work Forwards programme at the CF Trust which is a nationwide employment support programme for members of the CF community. He has over 10 years of experience of supporting business start-ups and people from marginalised backgrounds. He also runs his own online business and has contributed to the ongoing government Lilac Review which seeks to overcome barriers faced by disabled entrepreneurs in the UK.



**Jessica Bushell,**  
*Career Civil Servant,* **Department for Education (DfE)**

Jessica is a career civil servant who has worked across a variety of departments in delivery and strategy roles. Jessica’s recent roles have focused on careers services for young people, including previously overseeing the delivery of the Apprenticeship Support and Knowledge programme for schools and colleges. Jessica has previously worked in the Apprenticeships and Skills space, delivering a number of strategies based on access for young people and widening participation.





**Jodie Boyd,**  
*International Director, School of Education, Business and Law,*  
**University of Huddersfield**

Jodie is the international director and course leader for the MA/PGDip Career Development and Employability and PGCert Career Leadership at the University of Huddersfield. She qualified as a careers adviser in 2004 and worked in schools and colleges across West Yorkshire before moving into roles focusing on widening participation. Jodie spent nine years working in the Schools and Colleges Liaison Service, including four years as the deputy head of service. Her responsibilities included coordinating university Open Days and Clearing. In 2017, Jodie became the course leader for the MA in Career Development and Employability and recently established the International Centre for Career Development, which will focus on the development of policy and practice in the sector. Her recent PhD thesis focused on the role of career guidance and open days in the university decision-making behaviour of first-generation students.



**Jules Benton,**  
*Chief Executive, Cosmic Cactus*

Jules is currently the chief executive of Cosmic Cactus and a registered Career Development Professional (Level 7). The focus of Cosmic Cactus is people who experience barriers to participation (such as discrimination, prejudice, disability, impairment, health issues, special educational needs, exclusion, marginalisation etc.). With over 35 years of experience within public, private and voluntary, community and social enterprise sectors, Jules has worked as a manager of people and projects, a Career Development Professional, a trainer and a consultant. She is the parent of two young adults, both of whom are neurodivergent. She currently delivers training for the Career Development Institute aimed at Career Development Professionals who support individuals with learning support needs and/or disabilities.



**Julia Yates,**  
*Associate Professor, City, University of London*

Dr Julia Yates is an associate professor at City, University of London where she teaches career development and coaching on the MSc in Organisational Psychology. She is a chartered psychologist and a NICEC Fellow. Before and alongside her academic career, Julia has worked as a career coach in schools, universities and with adult career changers. Julia is passionate about making stronger links between research and practice and writes and speaks widely about the practical application of research and theory in practice. She has published many books including *The Career Coaching Handbook* and *The Career Coaching Toolkit* and has recently developed an online CPD course in partnership with the CDI focused on using career theories in practice.



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

Justin has been head of the Careers Service in Northern Ireland since early 2023. Previously Justin has held head of branch positions in the department in Skills Policy, EU Exit, Tourism Policy and was head of research and analytics on the Review of Invest Northern Ireland. Justin is currently leading on a reform of the Careers Service, to ensure it is more agile and helps a wider range of clients.



**Katharine Horler,**  
*Executive Director, Careers England*

Originally trained as a careers adviser, specialising in supporting young people with special educational needs, Katharine spent 20 years as the chief executive of a careers guidance charity and now runs her own consultancy ([redhatsolutions.co.uk](http://redhatsolutions.co.uk)). She currently serves as the Executive Director of Careers England ([careersengland.org.uk](http://careersengland.org.uk)), an organisation she is familiar with having previously served as its chair for several years. This role allows Katharine to continue her long-standing involvement in careers information, advice, and guidance. Despite many years in the sector, her passion and commitment to helping young people and adults find fulfilling careers has never waned. Katharine has also been chair of a school governing body, served six years as a non-executive director of a local enterprise partnership, and is currently an FE governor.



**Katie Conley,**  
*Assistant Professor of Career Studies, University of Warwick*

Katie Conley is a career coach, author and director of Conley Career Coaching. She coaches people to get clarity on their career aspirations, explore career change options, and navigate the job search market across a broad range of industries. Katie also provides outplacement coaching for corporate clients and is a Career and Transition Coach providing global relocation and job search coaching through IMPACT Group. She has a background in learning and development including running a consultancy for 20 years. Before this she was head of training and development for Carlton TV, non-exec director and chair of Midlands Media Training Consortium and on the board of directors for EM Media, a regional screen agency. She is a licensed career coach, a registered professional with the CDI, an Accredited Strengths Profile Practitioner and has been an associate member of the CIPD for 30 years. Recently she became one of the first ICF Certified Grid Balance Coaches.



**Korin Grant,**  
*Assistant Professor of Career Studies, University of Warwick*

Korin Grant is a lecturer and Career Development Professional with over 20 years of experience in HE and professional development. He works with careers leaders in schools and ITPs, apprentices, HE careers professionals, and independent practitioners. His Master's degree dissertation focused on the role of environmental issues within career development activities.



**Laura Skedgell,**  
*Careers Consultant – Sustainability, Imperial College Business School*

Convenor of 'Careers and Employability Professionals for Sustainability' (launched in August 2024), this forum brings together professionals from 20 - and counting - institutions to share best practice and drive sustainability initiatives within careers and employability services.



**Lou Murphy,**  
*Independent Careers Adviser*

Lou is an independent careers and wellbeing practitioner with over a decade of experience in diverse settings, including schools, mental health institutions, and with career changers. As a former professional practice coach for a careers service, Lou is adept at supporting her clients and helping careers advisers develop their practice.



**Magdalena Bak-Maier,**  
*Founder and Managing Director, Make Time Count Ltd*

Dr. Magdalena Bak-Maier, a neuroscientist, psychologist, and master practitioner coach-therapist, is the creator of the Grid™ approach. She blends cutting-edge science with practical coaching to help people flourish and teaches the ICF-accredited Grid for Coaches programme.



**Maria Osowiecki,**  
*Research Lead (Future Forward), Education Development Trust*

With a background of 20 years in UK and international education (teaching and school leadership), Maria is currently Research Lead for Education Development Trust's Future Forward programme, supporting young NEETs aged 16-24 in West Yorkshire.



**Michael Larbalestier,**  
*CDI Digital Associate*

Michael Larbalestier is a digital learning and innovation specialist with extensive experience in careers development. As a NICEC Fellow, active CIPD member, and CDI Project Associate, he champions digital confidence among career practitioners, leveraging technology to empower individuals and organisations to thrive in an ever-changing digital landscape.



**Michelle Stewart,**  
*Independent Careers Consultant*

Michelle Stewart is an experienced Careers Development Professional who has contributed to the development of trainee career advisers (levels 6/7) and is involved in the Career Development Professional Higher Apprenticeship. She is a CDI Fellow and advises the CDI on its responses on behalf of members to career-related developments in government policy.



**Nina Charalambous,**  
*Senior Policy Adviser, Speakers for Schools*

Nina Charalambous is the senior policy adviser at Speakers for Schools, where she advises on policy to ensure greater social mobility including on topics such as educational inequality and equitable access to careers. She is also a doctoral researcher at UCL's Institute of Education and previously worked as a school senior leader and teacher.



**Paula Benton,**  
*Assistant Professor, Northumbria University*

Paula's teaching and research interests are around career development. Her previous professional background was as a careers adviser, before moving into staff development, where she won two National Career Awards for innovation in the field of career guidance. She continues to work closely with partner organisations to support workforce development in the sector.



**Paul Warren,**  
*Employment Advisor, Cystic Fibrosis Trust*

Paul Warren works for the Cystic Fibrosis Trust as an employment adviser.



**Rosemary McLean,**  
*Director, The Career Innovation Company*

Rosemary is a highly experienced career practitioner and chartered occupational psychologist with a diverse career in the careers sector. She now enables organisations to develop and shape career development strategies to support business goals and align individual aspirations and passions with internal opportunities. Her consultancy work with The Career Innovation Company is evidence-based and applies systemic approaches to career development in organisations, including the development of career frameworks. She also designs and delivers career development workshops and has developed a next-generation online career development experience 'Be Bold in your Career' to scale up meaningful careers support to people in the workplace. Rosemary has worked as a careers coach in both the career transition and careers guidance fields and is a CDI Fellow and mentor as well as a NICEC Fellow.



**Sammy Everard,**  
*Chief Executive, SAMEE Charity*

Sammy Everard is the founder and CEO of the award-winning SAMEE Charity, chair of the Regional Stakeholder Network for the Disability Unit, and a PhD student at Bournemouth University. She is a dedicated practitioner with a flair for reaching out to vulnerable people in the community, engaging the voices of disabled people and informing the development of best practices.



**Sandra Cheyne,**  
*National CIAG Policy and Professional Practice Lead, Skills Development Scotland*

Sandra is responsible for the strategic development and influence of modern CIAG policy, guidance and professional practice learning and resource. She was responsible for instigating and developing new pathways to encourage talent into the career guidance profession in Scotland. Also within her responsibility is service offer policy development for specific customer groups and child protection/vulnerable adult protective layering Sandra holds several strategic relationship roles for SDS. As a key member of the Scottish Government’s Steering Group for the CIAG Strategy: Moving Forward 2020, she is committed to the critical role that accessible, modern, professional practice in career guidance has and the central place career management skills play in enabling all to realise their full potential. She led the ‘Equalities First’ approach within the Career Review and was a key contributor to the ‘Careers by Design’ programme of work. #CareersNow.



**Sianell White,**  
*Executive Officer, SAMEE Charity*

Sianell White is an award-winning level 6 qualified careers practitioner successfully achieving the CDI Private/Third Sector Career Development Professional of the Year award 2024. Her natural empathy and ability to comfortably engage with SEND young people is her foremost skill, and she ensures that every young disabled person feels included in their careers meeting and able to share their narrative in a communication style of their preference.



**Siobhan Neary,**  
*Professor of Career Development Practice and Head of iCeGS, University of Derby*

Siobhan is a registered Career Development Professional and leads a centre that researches careers guidance, development, and transitions throughout the life course. Siobhan’s research portfolio includes a focus on continuing professional development (CPD) and professional identity.



**Sonya Midgley,** *Strategic Lead - Education, Employment and Careers,*  
**West Yorkshire Mayoral Combined Authority**

Sonya leads the education, employment support and careers work of the West Yorkshire Mayoral Combined Authority making the case for further devolution to regional areas that create opportunities for local business and communities to thrive. Over the last 20+ years, Sonya has held roles in school improvement, inclusion and participation, and economic growth. Sonya led the work of the Future-Ready Skills Commission that brought together national experts making recommendations to government on improving the skills system. She co-chairs the regional work and health partnership bringing together the ICB, JCP+ and Combined Authorities to support more people into good work. Her work includes the flagship [www.futuregoals.co.uk](http://www.futuregoals.co.uk) universal careers offer, and developing services to ensure people of all ages can navigate and take up technical pathways using devolved funding and powers – bringing the Mayor of West Yorkshire’s ambitions for a Region of Learning and Creativity to life.



**Stephen Plimmer,**  
*Research Manager, Career Development Institute*

Stephen has worked in a variety of research and analytics roles for different organisations, such as E.ON, National Express, HomeServe, the National Trust and now the CDI. Throughout this time over a decade and more, often through running teams, he took an increasing interest in supporting the careers of his team members, then research into employees and the relationship between employee satisfaction, people’s career aims, and how well organisations are performing in their markets, which motivated his interest for the career development sector. He joined the CDI a year ago in a new post as their part time research manager, working on various projects, including working towards understanding the ‘value and potential value of career guidance to the adult population’.



**Steve Jones,**  
*Account Manager, Morrisby*

Steve has over 15 years of experience working in CEIAG, including serving as a Level 7 qualified careers guidance practitioner and leading careers programmes as a careers leader. He now works for the careers guidance company, Morrisby, as an account manager, where he supports schools, colleges, and other providers in utilising a variety of technology-based products developed to enhance careers programmes and aid career planning. This has also recently included the early-stage development of AI-driven tools.



**Sue Edwards,**  
*Senior Lecturer, The University of Huddersfield*

Sue Edwards is a senior lecturer in career guidance at the University of Huddersfield. She is the module lead for professional practice and skills based modules, supporting students studying for the MA or Postgraduate Diploma in Career development and Employability to develop their one-to-one and group-work skills for their future as Career Development Practitioners.



**Valerie Rowles,**  
*Independent Career Development Practitioner*

CDI Fellow Valerie Rowles is a registered Career Development Professional whose practice experience spans school, HE, community and corporate sectors. Her committed belief in the value of high-quality career development support has driven her to explore ways of working with different stakeholders, and she relishes exchanging CD learning opportunities with peer colleagues.



**Vicky Woodings,**  
*Self-Employed Careers Adviser working as a Careers Professional and Consultant in schools and academies*

Vicky has worked in careers for over twenty years as a careers adviser and careers leader and is a qualified careers assessor for Level 4 and Level 6. She has worked in numerous schools and academies in both mainstream and SEND. Vicky has created and delivered training across the UK for Teach First and was shortlisted for Careers Leader of the Year 2019.



**Wendy Pearson,**  
*Assistant Professor, University of Warwick*

Wendy Pearson is Assistant Professor of Career and Coaching Studies at the University of Warwick. Her current research interests include developing technologies in the field of career work and how these can be used by practitioners who do not consider themselves to be technical experts.



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