

SAMPLE PROPOSAL

Track: 3

Title:

Developing future talent: what skills are needed for success in the global labour market and how to help our students develop them?

Abstract:

What are companies looking for in the next generation of graduates? Are certain skills recognised globally among international graduate recruiters? Which are they, and how can students develop these? How can you measure if your skills programme is providing results? This session will present three case studies, each from a different perspective on the above questions. The first will discuss how Airbus developed the set of 'key competencies' it seeks in graduates and how these are operationalised in collaboration with universities. The second will review a project by Petrus Communications for the French government to improve employability skills in university students, while signalling these competencies to future employers. The third outlines two ground breaking EU-Korea education and internship programmes developed by Kyungbook National University in Korea, which allow students to obtain an international experience (in Korea or with EU partners), study for their qualification and complete an internship.

Biographies:

Speaker 1: Rachel Schroeder, Airbus, France

Rachel Schroeder is Head of Employment Marketing at Airbus, where amongst other things she is responsible for the development of strategic university relationships worldwide. After nine years with Airbus in North America where she worked in Market Research, Strategic and Business Planning and Investor Relations, Rachel moved to Toulouse in 1995 to join Airbus SAS in the Commercial Directorate. She joined the Technical Marketing department in 1999 and in 2003 Rachel moved to Corporate Communications to become Head of A380 Communications. From 2007 to 2009 Rachel combined A380 and Environmental Communications within the Strategy and Strategic Communications department, notably launching the Airbus Fly Your Ideas Challenge – a student competition about aviation and the environment which attracted 2500 participants in the first year.

Rachel speaks at many industry conferences each year, as well as contributing to the Master of Marketing in New Technologies at the IAE Toulouse.