# FUTURE DREAMING
## Career Guidance in the Age of Digital Technologies

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| **Wednesday 22 May, 2024** | |
| *All times in CEST. All sessions online (via zoom). Register here: https://bit.ly/CareerReadiness2024* | |
| 10:00 | *Welcome* - Anthony Mann, Senior Analyst, OECD |
| 10:15 | *Opening Plenary* <br> **Digital technology and school career guidance: The state of play internationally** <br> Digital technologies are an integral part of our everyday lives with important implications for career guidance. With use of generative AI now widespread, online tools provide new opportunities to personalise and extend the reach of career guidance activities, but also raise concerns, especially for students at-risk of being left behind. <br> How do technologies help or hinder the effective, efficient, and equitable provision of career guidance? How are different countries using digital technologies in school career guidance (see ODiCY)? and what can we learn from their practice? How can technology and AI be implemented well in career guidance systems? <br><br> Speakers: <br> • Alison Burke, Analyst, OECD <br> • Margarita Kalamova, Analyst, OECD <br> • Alexandra Ingvarsson, Vice President, JPMorgan Chase & Co. <br> • Anthony Mann, Senior Policy Analyst, OECD *(moderator)* |
| 11:15 | *Thematic Discussion 1* (choose A, B or C – all sessions will be recorded and can be viewed on youtube after the event) <br> **A. Artificial Intelligence in Career Guidance** <br> Find out how generative artificial intelligence can be used in career guidance. What are the opportunities for personalisation? What are the potential risks and safeguards that are needed? What are the possibilities for the future? <br><br> Speakers: <br> • Chris Percy, Visiting Research Fellow at University of Derby <br> • Sam Mitchell, Analyst, OECD <br> • Alison Burke, Analyst, OECD *(moderator)* |
| | **B. Digital technology in transitions** <br> Digital technologies can help to make the transition from school into employment smoother and more effective. Find out how different countries are using technology to help transitions of young people from generating holistic CVs, creating career plans and developing mentor relationships. <br><br> Speakers: <br> • Julian Gerhart, Director and Co-Founder of Zmudri, Slovak Republic <br> • Fotini Vlachaki, Careers & Social Inclusion Expert, Researcher MSc, PhDc, Greece <br> • Prof Steven Shek-yum Ngai, Project Director & Principal Investigator, CLAP@JC, Hong Kong. <br> • Brian Cheng, CEO, Generation Hong Kong <br> • Anthony Mann, Senior Policy Analyst, OECD *(moderator)* |

This conference is organised by the OECD Career Readiness team. For more information about the team's work, visit: https://www.oecd.org/education/career-readiness/

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| | **C. Engaging employers and people in work through technology** <br><br> Engaging employers through technologies like using video conferencing directly to schools can be an effective way to allow young people to have an expanded view of the world of work. This session looks at effective examples of engaging employers through technologies using simple technologies. How are countries using technology to engage employers with young people? What are the benefits and challenges behind the different modes of engaging employers and people in work (live video, recorded video, in-person)? <br><br> Speakers: <br> • Nick Chambers, Chief Executive at Education and Employers Taskforce, United Kingdom (Inspiring the Future) <br> • Juan José Juárez, Senior Project Manager, Fundación Bertelsmann (Empresas que Inspiran (Inspiring Companies)) <br> • Young Chang, Analyst, OECD *(moderator)* |
| 12:15 | *Lunch/Break* |
| 13:30 | *Practical examples of digital technology* <br> **Digital Technology in Career Guidance Fair** <br> This session will have 8 different presentations from chosen ODiCY examples of practice from around the world. Hear what is happening and then meet the presenters, ask them questions and find out more. <br> Speakers: <br> • CiCi the 24/7 chatbot - Deirdre Hughes, Managing Director at CareerChat (UK) Ltd and International Career Development Specialist, United Kingdom <br> • Careers Portal, Ireland - Eimear Sinnott, Managing Director, Careers Portal, Ireland <br> • Xcelence: Online career guidance platform - Carolina Pérez, Project Manager, Fundación Bertelsmann, Spain <br> • Careers Craft: Using Minecraft to engage students in career guidance - Chris Brown, Career Wales, Wales, United Kingdom <br> • CareerVillage.org: Alejandrina Correa, Product Manager, United States <br> • Singularity Experts : Online career guidance platform - Elena Ibáñez, CEO, Singularity Experts, Spain <br> • BECOME Education: Career exploration - Liv Pennie, CEO & Co Founder, BECOME, Australia <br> • Les Métiers  en Direct: Career Talk - Halima Chenna, Pedagogical engineer/ Métiers en direct co-ordinator, ONISEP, France |
| 14:40 | *Tea Break* |
| 15:00 | *Thematic Discussion 2 (choose D, E or F – all sessions will be recorded and can be viewed on youtube after the event)* <br><br> **D. How to make a career portal that works? Advice for policymakers** <br><br> A career portal is a digital solution for offering labour market information, provide services like questionnaires, career guidance and skill building in a one-stop-shop. Many governments are developing career portals that are trusted and used by many. What things need to be considered to build an effective career portal? What lessons can be learnt? <br><br> Speakers <br> • Eirik Øvernes, Head of Department of Career Services, Division for Career Guidance, Norway <br> • Emma Kinsella, Head of Skills and Enterprise Engagement, Department of Further and Higher Education, Research, Innovation and Science, Ireland <br> • Frédérique Alexandre-Bailly, Director General of ONISEP, France <br> • Alison Burke, Analyst, OECD *(moderator)* |

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| | **E.   Technology and Inequality**<br>With their capacity for targeting and personalising provision regardless of geographic location, digital technologies demonstrate considerable potential for challenging social inequalities, but can it be taken for granted that they will?  In this session, contributors to the recent OECD publication [Challenging Social Inequality Through Career Guidance: Insights from International Data and Practice](#) will discuss the key issues facing guidance systems as they seek to respond to social inequalities and explore the most effective means of digital technologies in bringing greater fairness to career development.<br><br>Speakers:<br>• Tristram Hooley, Professor (Career Education), Inland Norway University of Applied Sciences, Norway<br>• Tricia Berry, Learning Specialist, Department for Education and Early Childhood Development, New Brunswick, Canada<br>• Anthony Mann, Senior Policy Analyst, OECD<br>• Jonathan Diaz, Analyst, OECD *(moderator)* |
| | **F.   Will technology take my job? Career guidance practitioners competencies, resources and what the future may look like**<br>This thematic discussion will explore the evolving role of career guidance practitioners in an era of rapid technological advancement. What are the key competencies and resources that career guidance practitioners would need to provide tailored insights and help students navigate complex career landscapes? How will the future landscape of career guidance practice be shaped by AI and other rising technologies?<br><br>Speakers:<br>• Florian Kadletz, Human Capital Development Expert, European Training Foundation<br>• Deirdre Hughes**,** Associate Professor, University of Warwick, United Kingdom<br>• Jaana Kettunen, President for the International Association for Educational and Vocational Guidance (IAEVG) and Professor and Vice director at the Finnish Institute for Educational Research, University of Jyväskylä, Finland<br>• Young Chang, Analyst, OECD *(moderator)* |
| 16:00 – 17:00 | *Closing Debate*<br>**"This house believes that Digital Technologies in Career Guidance are going to do more good than harm"**<br><br>Speakers:<br>• Frédérique Alexandre-Bailly, Director General of ONISEP, France<br>• Jaana Kettunen, President for the International Association for Educational and Vocational Guidance (IAEVG) and Professor and Vice director at the Finnish Institute for Educational Research, University of Jyväskylä, Finland<br>• Chris Percy, Visiting Research Fellow at University of Derby<br>• Anthony Mann, Senior Analyst, OECD<br>• Alison Burke, Analyst, OECD *(moderator)* |