



European Union
European Social Fund
Investing in jobs and skills



50+ Matters: Working Effectively with Older Clients

Seminar for ESF-involved organisations in the East Midlands

*18 May 2010, 10.00am-1.30pm
Britannia Nottingham Hotel*

- I) **Putting older workers in context**
(Keith Frost, TAEN)
 - demographics – the key facts
 - the labour market and older workers
 - impact of the recession on older workers

 - II) **Attracting older clients**
(Barbara Watkins, TAEN)
 - who are they, how do you reach and help them
- (Coffee break)*
- III) **Working effectively with older clients**
(Peter Pearson, Acumen Partnership)
 - what are the barriers, what works in practice

 - IV) **Skills assessment with and for older workers**
(Liz Bavidge, Bavidge Consulting)
 - what works in practice

(Lunch)