



European Union  
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Investing in jobs and skills



## **50+ Matters: Working Effectively with Older Clients**

*Seminar for frontline staff of ESF provider organisations in the South East*

*5 October 2010, 10.00-14.30pm  
Guildford, JCP Regional Office*

- 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, Third Age Working)*
  - who are they, how do you reach and help them

*(Coffee break)*

- III) **Working effectively with older clients**  
*(Anne Hewitson, TAEN)*
  - what are the barriers, what works in practice

*(Lunch)*

- IV) **50+ Works - good practice guide on working with older clients**  
*(Hana Konopaskova, TAEN)*
  
- V) **Wrap-up**