



European Union
European Social Fund
Investing in jobs and skills



50+ Matters: Working Effectively with Older Clients

Seminar for organisations in Yorkshire and The Humber involved in the ESF 2007-2013 programme

12 October 2010, 10:00-14:30

Government Office for Yorkshire and The Humber, Leeds (LS11 9AT)

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