



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

*Seminar for frontline staff from the ESF provider organisations in the South West*

*9 March 2010, 10.00-1.30pm  
Taunton, Somerset County Cricket Club*

- 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

*(Comfort break)*

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

- V) Wrap-up session**

*(Lunch)*