



StartApp
2014-1-DE02-KA202-001441



European Conference

Successfully Finding and Retaining Apprentices – How can it work? Business Strategies to Strengthen Apprenticeships

Date: 30th of June 2016, 09:30 – 15:00

Venue: Haus der Wirtschaft, Am Schillertheater 2, 10625 Berlin; Germany

(Travel options: <http://www bbw-gruppe.de/standorte/berlin/charlottenburg-schillertheater-2.html>)

Objectives: Across Europe, there is demand for more enterprises to get engaged in apprenticeships – and more young people are considering in-company training as an appealing educational choice. However, recently barriers for the recruitment of apprentices have increased. In consequence, many apprenticeship positions remain unfilled – while at the same time, there is a significant number of young people that remain without a vocational training placement.

Suboptimal recruitment strategies are often responsible for these problems. The conference “Successfully Finding and Retaining Apprentices – How can it work?” is designed to meet this challenge. It builds upon the recruitment solutions provided by the ERASMUS+ project “Starting with Apprenticeship” (StartApp). A collaboration between organizations from Germany, Austria, Greece and Poland, StartApp has developed approaches for small and medium sized enterprises (SME) to facilitate both the recruitment of young people into apprenticeships and their retainment as future skilled employees.

The conference will present the StartApp model of apprentice recruitment and shares insight on good practice recruitment strategies and instruments. It illustrates the benefits that apprenticeship generates for various stakeholders across Europe – and the opportunities that StartApp offers in moving apprenticeship forward.

Target groups: Managers, HR managers and trainers as well as national and European representatives from business, science and politics with focus on apprenticeship and work-based learning.

We look forward to your participation.

Frank Schröder, k.o.s GmbH

The conference will be held in English and German language.

Participation is free of charge.

For further information on Starting with Apprenticeship visit www.startapp-project.eu/.



Agenda

09:00 – 09:30	Registration
09:30 – 09:45	Welcoming Speech Dr. Anja Lietzmann, k.o.s GmbH, Berlin
09:45 – 10:30	Keynotes Apprenticeship – a model for Europe? Margrit Zauner, Department for Economic Affairs, Labor and Women of the Berlin Senate Chances of apprenticeship – the business perspective Katja Porath, ibis budget, ibis und Suite Novotel Berlin City Potsdamer Platz, Berlin Strengthening apprenticeship- the European Alliance for Apprenticeships Norbert Schöbel, European Commission - DG Employment, Social Affairs and Inclusion
10:30 – 10:50	Apprenticeship – a means of fighting youth unemployment? The example Greece. Panagiotis Koutoudis, Institute of Entrepreneurship Development, Larissa
10:50 – 11:15	Overcoming barriers to apprenticeship. The example Austria. Roland Löffler, Austrian Institute for Research on Vocational Training, Vienna
11:15 – 11:45	Coffee break & market place (project information & discussion)
11:45 – 12:15	The StartApp approach to apprentice recruitment. An innovative model for Europe. Dr. Anja Lietzmann, k.o.s GmbH, Berlin
12:15 – 12:40	Good practice apprentice recruitment instruments I: Training ambassadors Anne Jaeschke, ABB Training Centre & girlsatec ambassadors, Berlin
12:40 – 13:00	Good practice apprentice recruitment instruments II: Mentoring programme for girls Christina Zweigle, Connex Communication GmbH, Paderborn
13:00 – 13:40	Lunch & market place (project information & discussion)



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13:40 – 14:00	Apprentice recruitment – solutions for the construction industry. The example Poland. Rafał Sebastian Baldys., Polish Association of Construction Industry Employers, Warsaw
14:00 – 14:30	Concluding session Moving apprentice recruitment forward. Dr. Anja Lietzmann, k.o.s GmbH, Berlin
14:30 –15:00	Social networking

Moderation: Anne Röhrig, k.o.s GmbH



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Registration form

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Please register until the 20th of June 2016:

by fax: +49 30 2887 565 21

by Email: d.butulla@kos-qualitaet.de

I herewith register for the conference:

Name, surname:

Organisation:

Address:

Email:

Signature

Participation is free of charge. You receive a confirmation email.

Should you not be able to participate in the short term we kindly ask you to inform us.