



Lodz University of Technology

Centre for Cooperation with Economy, Innovation
and Technology Transfer. Career Centre

INTERNATIONAL CONFERENCE FOR CAREER SERVICES

CAREER SERVICES' OFFER FOR POST MILLENNIALS

18-20 September 2019 / Łódź – Poland

Conference is entirely based on workshops using design thinking techniques. The goal of the meeting is to develop practical solutions that can be directly implemented in career offices.

Interdisciplinary and interculturality of the participants will provide a unique value and basis for exchanging inspiration, good practices and creating completely new solutions. During the meeting, participants will work in the form of moderated exercises using innovative tools, based on expert knowledge and the potential of their own experiences.

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September 18th 18:00 – 20:00

„Say Hello” – networking welcome meeting

- Participants' registration
- Welcome session with representatives of the university authorities - approx. 19:00
- Presentation of the conference program.
- Organizational matters during the next two days.

September 19th – whole day

9:00 – 10:00 Welcome time

10:00 Beginning of conference

10:00 – 11:30 **Workshops for exchanging good practices.** Teamwork based on the methodology of design thinking and group coaching. The workshops aim to exchange good practices of Career Services from Poland and other European countries and to build a networking platform



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11:30 – 12:00 Coffee break

12:00 – 13:30 **Poster session "Your unique project"** - presentation of a chosen, flagship initiative implemented by the Careers Office for the academic or labor market using visual thinking techniques.

Voting for the best project.

(Posters should be prepared in advance and sent to the organizers in an electronic version along with a description of the selected project. After the conference, it will be collected and sent to all participants)

13:30 – 14:30 **Moderated discussion summarizing poster session and presented projects**

- Presentation of the project that received the highest number of votes
- Types of projects carried out by Career Services in Europe
- Main difficulties in projects implementation
- Results and possible development directions
- Strategy for the implementation of selected ideas and elements of the presented projects

14:30 – 15:30 Lunch

16:30 – 17:30 Planetarium show in Planetarium EC1 Lodz - the most modern in Poland and Central and Eastern Europe

20:00 Gala dinner

September 20th 10:00 – 16:00

„Effective marketing of Career Services"

10:00 – 10:30 Expert lecture - review of business marketing strategies as an inspiration for universities

10:30 – 10:45 Intergenerational communication challenges - presentation of research as a basis for building effective strategies



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10:45 – 15:00 Workshops - designing solutions for the posed challenges

- **Challenge 1** - How to interest uninterested?
- **Challenge 2** – How to come to consciousness of 80% of students?
- **Challenge 3** - How to build a sense of responsibility among students?
- **Challenge 4** - How to work with business in the win -win strategy?

15:00 – 16:00 Lunch

Cost of participation: 130 EURO

Include: Participation fee, catering, gala dinner, materials.

Accommodation: not included (Accommodation suggestions will be sent in a separate message)

Contact:

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