



**Pearson and CRS Consulting**  
present the  
**Career-related Studies – BTEC and IBCP Leaders’ Conference**  
on  
**23rd and 24th January 2025**

***Exploring Possibilities and Adaptations in the  
Changing Landscape of Vocational Education***

NH Ribera del Manzanares, P.º de la Virgen del Puerto, 57, Arganzuela, 28005 Madrid, Spain

**Conference Agenda**

Please note that this schedule may be subject to some minor changes.

<b>Thursday 23 January 2025</b>	<b>Day 1 sessions</b>	<b>People</b>	<b>Session outline</b>
<b>09.00-09.15</b>	<b>Arrival, coffee and networking</b>	All	
<b>09.15-09.30</b>	Welcome address	Jonas Winblad, Joe Ausena-Patten	
<b>09.30-10.15</b>	<b>Approaches to international vocational education in the 21st century</b>	Bas de Reus, Zeeshan Safdar	This first session will introduce us to the concept of developing entrepreneurship and sustainability consciousness in vocational education. We'll hear innovative ideas around implementing eTwinning and virtual exchanges in the classroom, and find out how the international business school at ROC Zadkine in Rotterdam took steps to internationalise its curriculum using future-proofing methods.
<b>10.15-11.00</b>	<b>Developing curriculum for future careers: a spotlight on BTEC Esports</b>	Shaun Chambers	Led by one of Pearson's international standards verifiers, we will learn about how emerging career trends are influencing BTEC curriculum development and pathways for students from school to university. We'll delve into the world of educational Esports, debunk myths surrounding the subject, and discover how schools are using this new qualification to innovate and prepare students for future job roles.
<b>11.00-11.15</b>	<b>Coffee break and networking</b>	All	

<p><b>11.15-12.00</b></p>	<p><b>Autonomy, mastery and purpose: the building blocks of a successful programme that engages learners and has student agency at its core</b></p>	<p>Tania Leyland</p>	<p>This interactive workshop will take us through the fundamentals for developing an effective career-related study which promotes student agency and leadership. We'll hear several inspiring student success stories from the International School of Monaco, as it expands its vocational curriculum using creative technology and engagement techniques in the classroom.</p>
<p><b>12.00-12.45</b></p>	<p><b>European University Cyprus</b></p>	<p>Marina Alexandrou, Stephanos Theodossiou</p>	<p>European University Cyprus (EUC) serves over 11,700 students across undergraduate, graduate, and doctorate programmes. The university boasts the region's most advanced School of Medicine and offers pioneering programmes in Dentistry and Veterinary Medicine, attracting international students and academics. EUC's Frankfurt Branch School of Medicine underscores its strategic international growth, complemented by QS Top Universities 5-Star rating for the MD Medicine degree.</p>
<p><b>12.50-13.50</b></p>	<p><b>Lunch</b> and drop-in clinic with Pearson BTEC standards verifier</p>	<p>All</p>	<p>During our lunch hour, Shaun Chambers will hold a drop-in clinic for delegates wishing to learn more about the Pearson BTEC quality assurance process. Ask questions about how BTEC implementation works, or for advice on working collaboratively with standards verifiers.</p>

<b>14.00-14.45</b>	<b>Exploring the new IBCP core components</b>	Becky Youngman	Becky Youngman, manager of the IBCP curriculum design team, will take us through the new core components of the International Baccalaureate Career-related Programme (IBCP), with first teaching from August 2025. We'll explore the potential of the IBCP to provide students with a holistic, career-focused education, equipping them with the skills and knowledge necessary for success in both higher education and in their future careers.
<b>15.00-16.00</b>	<b>Creating BTEC assessment briefs and learner evidence using new technology</b>	Shaun Chambers	This session will focus on using technology to produce assessments and learner evidence, ensuring efficiency and accuracy in the process. We'll gain practical tips and techniques for integrating these technologies into BTEC programmes to improve both assessment quality and learner outcomes.
<b>16.00-16.45</b>	<b>LABA Valencia</b>	Andrea Contino	LABA Valencia is a school of art, design and new media. The school offers a unique proposition to its learners: recognised higher education study in Spain, with a British curriculum and Italian tradition in Art and Design. LABA Valencia delivers Pearson BTEC's Higher National Diploma with the chance to top up to a BA degree from Coventry University, allowing students to access the job market in the creative industries.
<b>17.00 onwards</b>	<b>Networking</b>	All	

<b>Friday 24 January 2025</b>	<b>Day 2 sessions</b>	<b>People</b>	<b>Session outline</b>
<b>09.15-09.30</b>	<b>Arrival, coffee and networking</b>	All	
<b>09.30-09.45</b>	Welcome back	Jonas Winblad, Joe Ausena-Patten	
<b>09.45-10.30</b>	<b>Partnering with JA Europe to maximise practical experiences for students</b>	Elizabeth Pulo, Nicky Schembri and Naila Neymatova	Continuing into the second day of our conference, this session will introduce us to JA Europe and how schools can partner with the organisation to add value to career-related studies in real world contexts. We'll understand how established programmes can enhance the delivery of BTEC qualifications whilst making essential connections to the CP core.
<b>10.45-11.30</b>	<b>Teaching a team, not a class: transforming classroom dynamics through team building</b>	Bruno Brunas	We will learn from the experiences of the team at the International School of The Hague and how they redesigned their career-related study programme to take place in a more inclusive and nurturing business environment. This will be an interactive workshop with lots of ideas and tips for other schools to adopt.
<b>11.30-11.45</b>	<b>Coffee break and networking</b>	All	

<b>11.45-12.30</b>	<b>Work placements: putting skills into practice in the real world</b>	Andreas Lejon	This session will demonstrate how schools can play an active part in preparing learners for the world of work. We'll discover how work placements form an integral part of a career-related study, with examples of how learners begin to gain valuable professional experience even before leaving school.
<b>12.30-13.15</b>	<b>Business &amp; Hotel Management School</b>	Martin Wyler, Ronan Fitzgerald	The leading Swiss Business & Hotel Management School will take us on a journey to illustrate the in-demand skills that employers are seeking today. Peering into the future, BHMS will discuss how university degrees might look like in 5 years' time, and how the school's future-facing programmes will respond to student needs and demands.
<b>13.15-14.00</b>	<b>Lunch</b> and drop-in with Pearson BTEC regional manager	All	During our lunch hour, Joe Ausena-Patten will be available to answer general BTEC queries and to discuss how Pearson can support schools in their career-related curriculum and staff professional development.
<b>14.00-14.30</b>	<b>Pearson's Professional Development framework</b>	Joe Ausena-Patten, James Broadbent	This presentation will highlight Pearson's training and professional development services, and introduce its new learning framework for BTEC practitioners. We'll also hear about Pearson's digital badging service from Credly, and ideas for in-school teacher training opportunities.

<b>14.30-15.15</b>	<b>IberoAmerica: regional recognition and collaboration opportunities</b>	Maripe Menendez, Cristina Ruiz Gutierrez	To round-off the conference, we'll learn about some interesting developments, news and ideas for expanding collaboration into the IberoAmerica region.
<b>15.30-15.45</b>	Conference round-up and plan for 2025/26	Jonas Winblad, Joe Ausena-Patten	
<b>15.45-16.00</b>	Networking and conference close	All	