

# Education Sector

Date: Wednesday 24<sup>th</sup> May 2023

Time: 14:30 – 16:30

Venue: NatWest, 5th Floor, 2 St Philips Place,  
Birmingham, B3 2RB



## Agenda

**14:00** Registration and refreshments

**14:30** Welcome & introduction

**Katy Rees**, APSCo Education Sector Co-Chair, Smile Education

**Eddie Austin**, APSCo Education Sector Co-Chair, Operam Education

**14:35** APSCo update

**Shazia Intiaz**, General Counsel, APSCo

**14:40** Top trends affecting the Education Sector

**Ayla Lyon**, Marketing Director, Broadbean Technology

During this presentation Ayla will explore the top trends affecting the Education Sector and will look at what challenges and opportunities to expect for education recruiters in 2023 and beyond. Specifically, Ayla will cover;

- Job advert data – what the numbers look like
- Candidate demands and shortfalls in the education recruitment space
- Salary movement

**15:30** Retention strategies

**Tina Holt**, Director, JT HR Solutions Limited

Tina will cover three strategies that could help drive an effective retention programme for your business:

### **EVP**

Having your own EVP can help support in the attraction and the retention of key employees.

### **The benefits of benefits**

Having a good benefits package can help you attract and retain key people; it makes them feel valued so where do you start.

### **Probationary reviews**

Why these are so important to conduct when your business has new joiners.

**16:00** Q&A

**16:30** Networking Drinks

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# Speaker profiles



## **Tina Holt**

Tina is the HR Consultant for APSCO, dealing with all people matters as directed by the Company.

Tina has worked in HR supporting people in recruitment for over 20 years. Prior to setting up her own HR Consultancy in 2019, Tina was a Global HR Director working for almost 18 years in Companies within the technical recruitment engineering sector and the Oil & Gas recruitment sector.



## **Ayla Tapper**

Ayla has over 10 years of experience in marketing for SaaS businesses. She oversees the global marketing and communications team at Broadbean and has a passion for driving continued growth for the business.