



FORUM

The nuts & bolts of awarding

Gordon Associates cordially invite you to **AO-Forum 2020**

Date... Wednesday 25th March 2020

Venue... Woburn House Conference Centre, 20 Tavistock Square London WC1H 9HQ

... Nearest tube: Euston or Kings Cross – see www.woburnhouse.co.uk for further details

Cost... £75 + VAT (£90). **Early Bird Price: £60 + VAT (£72)** for bookings received before Friday 6th March 2020

AGENDA

09.00 – 09.30 **Registration, Tea & Coffee**

09.30 **Welcome** – By Rod Gordon

09.30 – 10.00 **The Qualifications Landscape: Implications for Awarding Organisations of Reforms in School, Vocational and Professional Education**

Gavin Busuttil-Reynaud, Director, AlphaPlus

Gavin will discuss the landscape reforms that we are seeing across the following sectors – and how these changes impact awarding bodies.

Schools: impact of changes to the Ofsted framework, GCSE & A Level, formative assessment and the resurgence of edtech

Vocational and workplace education: T Levels, functional skills, apprenticeships, the national re-training scheme

Professional Sector: the impact of increased regulation & the rise of licence to practice restrictions

10.00 – 10.40 **Ofqual – An Update From The Regulator**

Lucy Sydney, Director of Strategic Relationships, Vocational & Technical Qualifications, Ofqual

We are extremely pleased to announce that Ofqual will present an update with the latest information from the regulator. The presentation will look across the regulated VTQ landscape, picking up significant programmes including Accountability for Awards, strengthening controls over VTQs at Key Stage 4, T Levels, Apprenticeships, Functional Skills Qualifications and Essential Digital Skills Qualifications.

This is your opportunity to hear the latest news from the regulator and ask the important questions to help guide your business.

10.40 – 11.10 **Developing Robust and Valid Qualifications**

Rob Gray

Qualifications are of course the foundation of any awarding organisation's business. You need to develop qualifications which satisfy the demand of your centres and, just as importantly, the needs & desires of learners and employers. This however, must be balanced with the requirements of the regulators, key government departments, and other external influences.

Rob will cover a brief history of the policy changes that have impacted on vocational qualification design, and factors that could impact in the future. Based on his own experiences, he will then provide useful tips on the key elements to consider when developing robust qualifications, including:

- Having a real justification for developing a new qualification, with a sound business case to avoid wasting time, money and resources.
- The key points to reflect on when developing the qualification and assessment tools, including the requirements of regulators and evidence needed to satisfy them.
- The delivery and quality assurance arrangements required to ensure qualifications are high class and meet their intended purpose.
- The full lifecycle review process required to keep qualifications valid, up-to-date and ensure that you maintain regulatory compliance.

11.10 – 11.30 **Tea & Coffee**

11.30 – 12.10 **Assuring Quality of your Centres in 2020: a Sharper Focus**

Sarah Edmonds

Sarah will discuss the recent changes to the Conditions of Recognition from the perspective of a Responsible Officer or Director of an Awarding Organisation – or any staff member associated with assuring quality. This will address a number of areas of concern for the regulators – and how AO's should address them – including Direct Claims Status (DCS), moderation & verification, and the quality assurance of centres ie Centre Assessment Standards Scrutiny (CASS).

Sarah will provide examples of best practice from her own experience as a Responsible Officer for an awarding organisation, as well as examples from a number of other AO's across the industry.

12.10 – 12.45 **Winning Business in an Age of Free Information**

Graham Hudson

How do awarding organisations win more business in today's environment? Graham will present a discussion session which looks at how you can adjust your market offering to be relevant in the modern age. Outside of the larger AOs in the General Qualifications market, some awarding bodies are facing a crisis of identity - this relates to the changing nature of engagement with target markets and the evolving view that users have of these services and qualifications. Generation Z learners have different perspectives of what they want from awarding organisations and it is not just a course and qualification. The impact of societal drivers, the changing nature of work and how AOs offer what they do and engage in a long-term relationship with their users all have an effect.

Graham will look at how you can focus your business and leverage your intellectual capital – and he will discuss how that can be used to provide an attractive value proposition that competitors will find difficult to match.

12.45 – 13.00 **Q & A**

13.00 **Closing** – By Rod Gordon

13.00 – 14.00 **Lunch** – you are cordially invited to join us for a buffet lunch

To book a place:

Simply email margaret@gordonassociates.co.uk stating the delegate(s) name(s) and we will send you an invoice. or call Margaret Chamberlain on 01242 529820.

Or to pay by credit card please go to www.awardingorganisation.com and click Buy Tickets

Please note that the agenda is subject to change due to the availability of speakers.