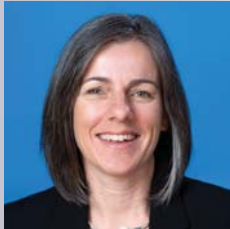


Conference Presenters

2020 VDC VIRTUAL TEACHING & LEARNING CONFERENCE



Julie-Anne Sheppard

Cogito

CEO

Julie-Anne is a lateral thinker who has successfully merged her experience and passion for both the training and construction industries. Her diverse range of experience covers business strategy, organisational development, human resource management, training and education, industry research and policy development.

Her recent move into her own management consulting practice has seen her engage with construction, membership and training organisations to help them thrive and take advantage of opportunities provided by an evolving world. Julie-Anne has a Master of Human Resource Management, a Post Graduate Diploma in Teaching and a Bachelor of Chemistry.

KEYNOTE PRESENTATION 5 | FRI 20 NOV, 1:00PM - 1:30PM

ENHANCING INDUSTRY ENGAGEMENT – THINKING BIG & SMALL

Successful industry engagement and collaboration has ongoing benefits for students, teachers, VET providers and the Victorian economy. By effectively engaging with industry, VET providers should be able to deliver the right tools, knowledge and skills students need to perform existing and future industry roles.

However, there is often a gap between what is ideal best practice and what's practical and deliverable in terms of time and effort. This keynote will delve into the 'black box' of successful industry engagement, and how organisations can enhance their industry engagement in practical and strategic steps.

Topics covered:

- Strategic systems thinking.
- Becoming an outreach guru.
- Levels of engagement and the overlap between levels.
- Matching industry and student expectations to student outcomes.
- Branding and the attraction funnel.
- Developing an industry engagement plan.