



PREDICT

PREDICT '21

Future Careers
21 - 25 June 2021

#Predict21

www.wepredict.org

Supporter

The
University of
Law



SPEAKERS
for schools



ABOUT US

Speakers for Schools is a leading youth social mobility charity, launched in 2010 by ITV's Political Editor Robert Peston and supported by the Law Family Charitable Foundation.

Founded in 2010 by Robert Peston and chaired by Andrew Law, our aim is to end educational inequality by giving all young people access to the same prestigious networks available to the top fee-paying schools.



Robert

Robert Peston

Founder of Speakers for Schools,
ITV Political Editor



Andrew

Andrew Law

Chair of the Board of Trustees,
Speakers for Schools

We are helping those young people become the most creative, adaptable and confident they can be, so that this rapidly changing and unpredictable world does not put obstacles in the way, but is a place of exciting unlimited opportunity.



WHY WE EXIST

10_x

Young people from the most 'advantaged' backgrounds are 10x more likely to go to a top university.¹

47%

of state school students said lack of confidence would stop them from being successful.²

7%

of the UK population go to an independent school, yet their alumni continue to dominate 'leading professions'.³

2 out of 5

top universities have seen a drop in students from state schools between 2018/19 and 2019/20.⁴

1 <https://www.ucas.com/file/86541/download?token=PQnaAI5f>

2 <https://www.speakers4schools.org/news/press-release-what-skills-will-young-people-need-for-work-in-2030-campaign-launches/>

3 https://www.suttontrust.com/wp-content/uploads/2016/02/Leading-People_Feb16.pdf

4 <https://www.independent.co.uk/news/education/education-news/russell-group-universities-state-students-b1800963.html>

OUR CAMPAIGN ROADMAP

In Spring 2021, we began implementing our campaign roadmap, four annual campaigns that shine a light on key growth areas for future careers as well as raise awareness of issues that are highly relevant to the young people we serve.



GREEN SKILLS
SPRING

Green Skills

More employers are recognising the need to shift to more sustainable business practices. To help prepare young people to be part of the green economy, we provide opportunities for them to learn more about green-skills related careers and topics.



PREDICT SUMMER

Predict

Technology is changing every workplace and will bring a wealth of new tech-accelerated career opportunities in the future. Predict provides opportunities for young people to learn more about tech-accelerated careers and have a taste of what is to come.



ACCESS ALL AREAS
AUTUMN

Access All Areas

Virtual Work Experience has removed barriers to participation for many, but not all young people. We are working with our employer network to make work experience more inclusive to those with disabilities.



WORK/LIFE
WINTER

Work/Life

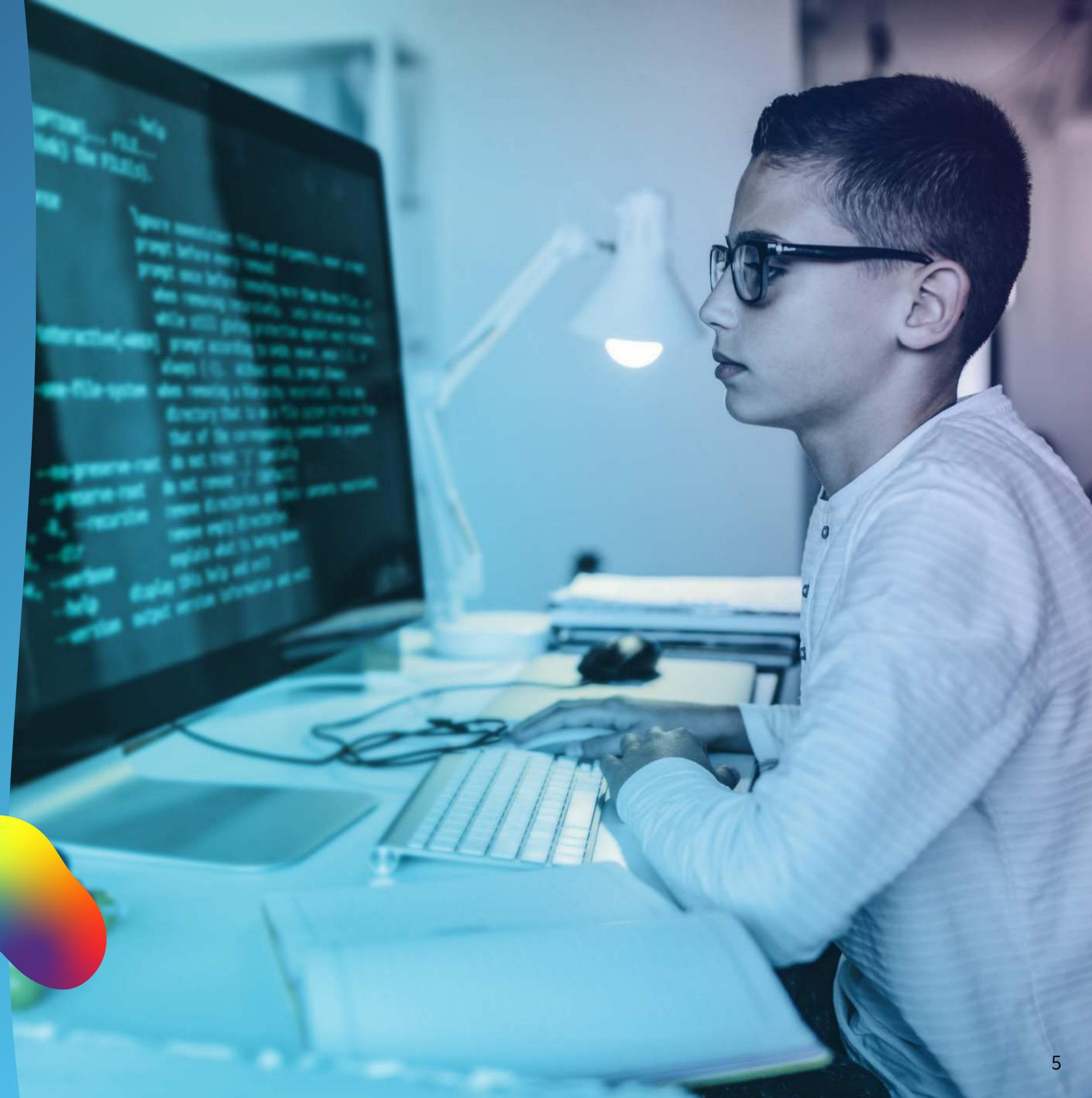
Our Work/Life campaign will focus on mental wellbeing in the workplace with a view to inspiring young people to prioritise their mental health while also raising awareness among employers of the importance of championing wellbeing at work.



PREDICT

PREDICT '21

Watch our campaign video [here](#)



PREDICT '21 STATEMENTS



I really enjoyed working with Spaceport Cornwall. During my experience I worked in a team to develop a new product using existing satellite technology to help the local community. I think our idea to track fish and create dynamic and changing fishing and 'no-take' zones was very inventive. Working on a project like this has further inspired me to pursue a career in aerospace engineering. It gave me a very useful and interesting insight into the space sector and allowed me to meet some people who do jobs similar to those I want later in life.

Beau

Aged 14, Birmingham



We are thrilled to be able to offer virtual work experience, particularly during a time where it is almost impossible to offer in-person work experience. Students were able to work virtually with colleagues from across the organisation. Students worked in groups to prepare a bid for a new space business which incorporated research, marketing, finance and a unique business idea and we were amazed by the ideas they presented back to us.

Dave Pollard

Outreach and Education Manager,
Spaceport Cornwall



There is no limit to the impact of technology on careers of the future. From augmented reality to space exploration, there are so many opportunities for the next generation. Predict '21 promises to shine a light on the many careers opportunities that tomorrow's world holds for the young people of today.

Rachael Saunders

Education and Policy Director,
Speakers for Schools



WHY IS PREDICT IMPORTANT?



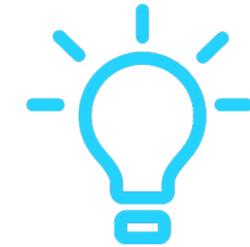
BREAKING BARRIERS

The barriers young people face now are unprecedented. We have an opportunity to help them focus on their futures, equipping them with much needed digital skills and experiences to meet business demand in growing sectors.



CHANGING WORKPLACE

Technology is rapidly transforming the way we live and work. Covid-19 has accelerated the delivery of change across industries and increasing the demand for young people skilled in these areas.



FUTURE-PROOF

Innovation is integral to every sector and industry and young people will discover the way in which technology is increasingly embedded in their work and personal life, and what that means for their future career aspirations.

AIMS AND OBJECTIVES

- Shine a light on the opportunities that technology can bring and the ever growing roles available to young people in all sectors.
- Introduce young people to the varied 'tech accelerated' sectors and expose them to employers and careers they may not have known existed.
- Provide young people with advice, practical experience and signpost pathways into 'tech accelerated' opportunities.



KEY AUDIENCES AND REACH



YOUNG PEOPLE

We targeted 14-19 year olds attending state secondary schools and colleges across the UK whilst prioritising high need schools.

We provided young people with increased visibility to the opportunities that technology can bring and gain practical skills as well as future contacts in the sectors.



SCHOOLS & COLLEGES

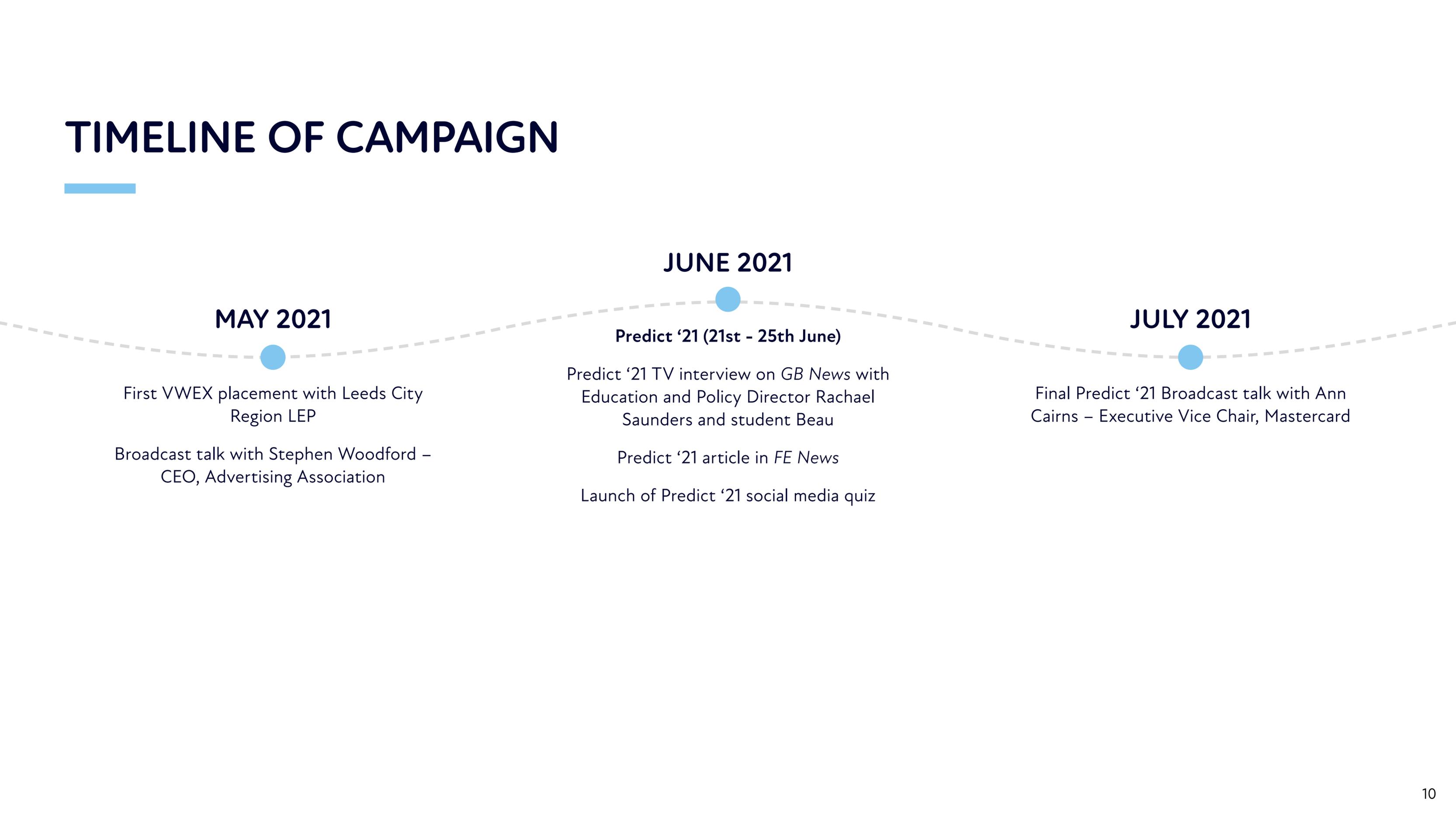
By taking part in Predict '21, we enabled schools to meet their CEIAG obligations during a year when that was likely to be very difficult and provide them with evidence for Ofsted.



EMPLOYERS

Employers benefited from building diverse communities of young people from around the UK interested in tech and 'tech accelerated' roles, who could later fall directly into their early talent pipelines.

TIMELINE OF CAMPAIGN

A horizontal timeline with a dashed grey line and three blue circular markers. The markers are labeled 'MAY 2021', 'JUNE 2021', and 'JULY 2021'. Below each marker are several lines of text describing campaign activities. A solid blue horizontal bar is located below the title.

MAY 2021

First VWEX placement with Leeds City Region LEP

Broadcast talk with Stephen Woodford – CEO, Advertising Association

JUNE 2021

Predict '21 (21st - 25th June)

Predict '21 TV interview on *GB News* with Education and Policy Director Rachael Saunders and student Beau

Predict '21 article in *FE News*

Launch of Predict '21 social media quiz

JULY 2021

Final Predict '21 Broadcast talk with Ann Cairns – Executive Vice Chair, Mastercard

INSPIRATION

8

Number of broadcasts

40

Number of virtual talks

48

Number of speakers participating

7,306

Total student reach

Topics included:

DISRUPTIVE TECHNOLOGY • EMPLOYABILITY SKILLS • ARTIFICIAL INTELLIGENCE • INNOVATION • OPPORTUNITIES IN DIGITAL • HOW I WON AN ACADEMY AWARD WITH AN IPHONE • FUTURE CAREERS IN TECHNOLOGY • WHAT SKILLS WE NEED FOR THE WORLD WE ARE IN • WHAT IS 5G AND WHAT DOES IT MEAN FOR THE FUTURE OF OUR PLANET? • WHAT ARE SOME OF THE EXCITING NEW DEVELOPMENTS IN AI? • TECH START UPS • WHAT IS CRYPTOCURRENCY? • WHAT IS FINTECH? • CREATIVITY AND TECHNOLOGY

SPEAKERS

- **Adam Gee**
Commissioning Editor, Little Dot Studios
- **Andrew Grill**
The Actionable Futurist
- **Ann Cairns**
Exec Vice Chair, Mastercard
- **Brian Warszona**
UK Cyber Deputy Practice Leader, Marsh & McLennan
- **Chester King**
Chief Executive Officer, British Esports Association
- **David Barker**
Internet and Social Entrepreneur, CEO, Techcentre
- **Dessy Ohanians**
Academic Resources & Quality Manager, Business School, The University of Law
- **Dhikshana Turakhia Pering**
Head of Engagement and Skills, Somerset House
- **Dr Shefaly Yogendra**
Non-Executive Director & Governance, Risk, Tech, and Decision Making Specialist
- **Ed Couchman**
General Manager, Snap Inc.
- **Elijah Lawal**
UK PR, Communications & Public Affairs Lead, Google
- **Gisela Abbam, FRSA, MBA**
Senior Director, Government Affairs, PerkinElmer & Chair, British Science Association
- **Jem Lloyd-Williams**
CEO, Mindshare UK
- **John Watkins**
Director of Employability, University of Law
- **Leigh Thomas**
Director, Global Clients and Categories, EMEA, Facebook
- **Manne Öhrström**
Global Head of Film Software, Framestore
- **Marco Bertozzi**
Former Vice President, Spotify Europe
- **Marine Tanguy**
CEO, MTArt Agency
- **Mark Evans**
CMO, Direct Line Group
- **Matthew Campbell-Hill**
Emerging Technology, Strategy and Governance Adviser and charity founder
- **Nathan Walster**
Head of Rendering, Framestore
- **Nicolas Cary**
Co-Founder & Vice Chairman, Blockchain
- **Philip Dobree**
CEO, Jellyfish Pictures

SPEAKERS

- **Professor Melanie Welham**
Executive Chair, Biotechnology and Biological Sciences Research Council, UK Research and Innovation, BBSRC
- **Professor Nessa Carey**
Scientist (academic and industrial) and author
- **Richard Murrell**
Lead Director, BBC News
- **Richard Zubrick**
Chief Product & Technology Officer, notonthehighstreet
- **Robert Elsey**
CIO, Executive Director for Technology, Bank of England
- **Scott Ramsay Kyle**
Engagement & Skills Manager, Somerset House
- **Shahzad Younas**
Founder and CEO, Muzmatch
- **Sir Peter Bazalgette**
Chairman, ITV
- **Sunil Ramakrishnan**
Vice President, CGI UK & Former Chief Revenue Officer, QiO Technologies & Former Head of AI & Blockchain & Industry 4.0, IBM
- **Tom Hulme**
General Partner & Head of Europe, GV (Google Ventures)
- **Tom Toumazis MBE**
Former Media, Entertainment and Tech Executive, now investor in start ups
- **William Alexander**
R&D Software Engineer and Lighting artist, Framestore

HEAR FROM OUR SPEAKERS

Click on each image to access a recorded broadcast talk by the selected speakers below.



STEPHEN WOODFORD

CEO, Advertising Association



ROBERT ELSEY

CIO, Executive Director for
Technology, Bank of England



TOM HULME

General Partner & Head of Europe,
GV (Google Ventures)



SIR PETER BAZALGETTE

Chairman, ITV



NICOLAS CARY

Co-Founder & Vice Chairman,
Blockchain



ANNE LONGFIELD CBE

The Times Education Commissioner



ED COUCHMAN

Regional General Manager, DACH,
and UK at Snap Inc.



LEIGH THOMAS

Director, Global Clients and
Categories, EMEA, Facebook



ANN CAIRNS

Executive Vice Chairman,
Mastercard

EXPERIENCE

78

employers
offered
experiences
with their
companies

9,352

virtual work
experience/
virtual insight
day places
available

Employers provided opportunities in the following industries:

MARKETING & ADVERTISING • DESIGN • LAW • FOOD & BEVERAGES • ENVIRONMENTAL SERVICES • GOVERNMENT ADMINISTRATION • EDUCATION MANAGEMENT • CONSTRUCTION • HOSPITALITY • AUTOMOTIVE • UTILITIES • INFORMATION TECHNOLOGY & SERVICES • FINANCIAL SERVICES • HOSPITAL & HEALTH CARE • SECURITY AND INVESTIGATIONS • HOUSING • LAW ENFORCEMENT & PUBLIC SAFETY • BIOTECHNOLOGY • TECHNOLOGY • TELECOMMUNICATIONS • FARMING • PHARMACEUTICALS • CREATIVE INDUSTRIES • FOOD PRODUCTION • HIGHER EDUCATION • CIVIL ENGINEERING • RAILROAD MANUFACTURE • RETAIL • LOGISTICS & SUPPLY CHAIN • BROADCAST MEDIA • LEISURE, TRAVEL & TOURISM • SPORTS • HEALTH, WELLNESS AND FITNESS • STAFFING AND RECRUITING • AVIATION & AEROSPACE • DEFENCE & SPACE • TRANSPORTATION • ARCHITECTURE & PLANNING

EMPLOYERS



EMPLOYER CASE STUDY

Who?

The British Army

What?

Virtual Insight Day

Where?

Throughout England

When?

As part of Speakers for Schools' Predict '21 campaign in June 2021

Why?

- Attract and engage more females and more young people from ethnic minority groups to consider a cyber career with the British Army.
- Demonstrate the British Army's commitment to early careers outreach despite the pandemic.
- Explore how virtual placements can create higher levels of interest in specialist roles.



It was very informative and taught me a lot about the cyber part of the British Army. I had the opportunity to talk to multiple people in the field.

Student feedback



STUDENT FEEDBACK

We surveyed almost 500 students who had participated in a Predict '21 work experience placement and will use their feedback to improve future campaigns and best practice.

93%

rated the placements **4 or 5 stars**, meaning **9 out of 10 young people** found it very good or excellent.

86%

of young people who completed a placement are **likely to apply for another placement through Speakers for Schools**.

9/10

young people who joined a Predict '21 placement **feel well informed or very well informed about careers in the industry of the employer**.

STUDENT FEEDBACK

92%

The percentage of young people **feeling confident or very confident about their future in the world of work** increased from 46% (pre-placement survey) to 92% (post-placement).

The top three skills in which young people were more confident or very confident were:

SPEAKING

The oral transmission of information or ideas (86%)

PROBLEM SOLVING

The ability to find a solution to a situation or challenge (77%)

TEAMWORK

Working cooperatively with others towards achieving a shared goal (70%)

Following their placement, the percentage of those young people not considering a career in the industry dropped from **17% to 9%** whilst those actively considering a career in the industry went up from **54% to 67%** of young people.

SOCIAL MEDIA

97k

impressions

2.3k

average impressions

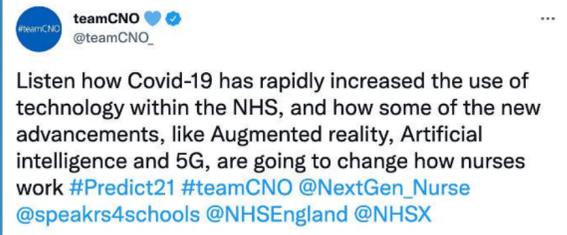
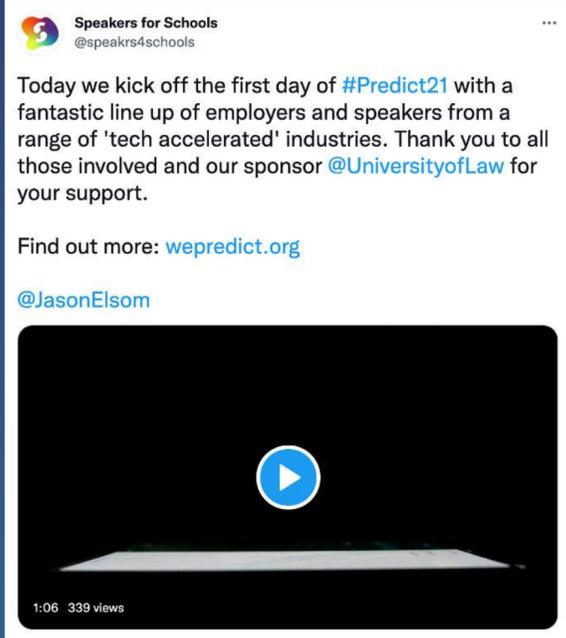
810

engagements

837

sessions on the Predict website

Click each image to take you to the tweet



MEDIA

Predict '21 attracted regional and national media attention with features in GB News, FE News, ComputerWeekly.com, UK Tech News and more.

Click each image to read the article

Speakers for Schools
5,371 followers
4mo · 🌐

'Geographical barriers, which might have had a real impact on people's aspirations in the past, doesn't need to be the case anymore.'

Great to see our Education & Policy Director [Rachael Saunders](#) and one of our recent work experience [#students](#) Beau on [GB News](#) yesterday discussing our [#Predict21](#) campaign and preparing students for the world of work through Virtual Work Experience opportunities.

[Jason Elsom](#) [Jason Elsom](#) [#VWEX](#) [#workexperience](#) [#education](#) [#internship](#) [#careerchoices](#)

TechTarget **ComputerWeekly.com** IT Management Industry Sectors Technology Topics

The Changing UK Cyberpolicing and Cyberskills scene - an update

Philip Virgo
Wincasa Ltd
Published: 16 July 2021 11:23

This is an update (updated again on 11th September) to my blog earlier this year (after summarising the DCMS report on the [State of the UK Cyber Security Sector](#)). My original objective was to support the launch of the [Cybersecurity Council](#). I now know that delays in funding mean it is unlikely to have its careers work stream operational much before the end of the year. I have therefore done an update to cover recent changes and announcements. I plan to make time over the summer to fill some of the gaps with regard to courses, qualifications and skills programmes. I also hope to be able to include reference to changes due to be announced in September.

fe news

11,000 tech-related work experience places available with Speakers for Schools Predict '21

by [Speakers for Schools](#) Published: 21 June 2021 Hits: 2978

[@speakers4schools](#) is teaming up with 113 leading employers to provide 11,000 students with tech-related work experience placements across the UK. Speakers for Schools was founded in 2010 by [@ITV's Political Editor Robert @Peston](#)

UK TECH NEWS
The Latest News from the Professional UK Tech Scene
4 January 2022, Tuesday

Home Tech & IT Industry News IT Support News Software News Tech Sales & Marketing Submit Your News

11,000 tech-related work experience places available for UK students

PREDICT '22

Technology will continue to rapidly transform the way we live and work and present a growing number of varied career opportunities for young people across the industries.

Following the success of this campaign, Predict '22 aims to go even further to inspire young people to envisage the career opportunities ahead of them and introduce them to employers and careers they may not have considered or knew existed.



GET INVOLVED

Join us in supporting Predict '22 and help invest in the future generation as:



an employer



a sponsor



an educator



a speaker

Register your interest via partner@wepredict.org



THANK YOU

We are incredibly grateful to the vast network of speakers and employers who have contributed their time, expertise and insights to the Predict '21 campaign and helped introduce and inspire young people across the UK to the varied career opportunities available to them in 'tech accelerated' industries.

A special thanks to the University of Law for supporting Predict '21 and making the work that we do possible.

www.wepredict.org



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