

## Keynotes

### Prof. Dr. Maurice De Greef



- Chair Holder UNESCO Chair on Adult Education at Vrije Universiteit Brussel
- Brussels research centre for Innovation in Learning and Diversity
- Singing professor (alias Maurice Monet)

Prof. Dr. Maurice de Greef is Chair holder of the UNESCO Chair on Adult Education at the Vrije Universiteit Brussel. His research focuses on literacy educational and social inclusion/exclusion mechanisms with special attention for the societal outcomes of educational interventions. In cooperation with Maastricht University he realized more than 150 studies in more than 150 communities and 8 countries concerning the impact and success factors of formal and non-formal education. He managed local, regional and European projects in innovating learning-environments, strategic policymaking in education and developing strategies for approaching learners and realizing new courses in local settings.

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#### **Keynote: Career Guidance and Counselling: How to develop the way to the top?**

Career guidance and counselling is one of the best mechanisms to support people in finding the right place on the labour market. Question is what works and what can possibly lead to success for each individual person. Based on several international studies you'll get the answer. It's all about finding the right mix between the best ingredients to facilitate career guidance and counselling for different target groups in our society.

Materials needed: flip over/whiteboard; markers; audience microphone; laptop, ppt will be sent in advance

### Dr. Linda Koopmans PhD



- Researcher at the Dutch research and innovation centre TNO Delft for the Expertise Group for Sustainable Productivity and Employability

Dr. Linda Koopmans is a researcher at TNO Healthy Living & Work. She investigates how employees can stay happy, healthy and productive throughout their working lives, how organizations can stimulate a learning and innovative culture, and how technology impacts the future of work. Involved in the development of the DIX, the science based Duurzame Inzetbaarheids Index (Sustainable Employability index) measures an employee's sustainable employability.

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#### **Keynote: Stimulating learning innovative professionals and organizations**

**Description:** Today's labor market faces numerous challenges. We are confronted with social transitions, such as the energy transition and the aging population, as well as rapid technological developments in the field of digitalization and artificial intelligence. At the same time, many sectors are struggling with long-term labor shortages. These developments require continuous development of personnel and an inclusive labor market. What does this mean for individual career development and for career guidance and counselling? How do we strengthen formal and informal learning? And what does this mean for organizations? Linda will take us along in research on learning culture in Dutch organizations, the benefits of investing in learning and development, and a five-step plan to build a strong learning culture within organizations.

**Prof. Dr. Peter Robertson**



- Professor of Career Guidance at Edinburgh Napier University Scotland
- President of the Career Development Institute (CDI) in the United Kingdom.
- Fellow of the National Institute for Career Education and Counselling (NICEC) and editor of the NICEC Journal

Prof. Dr. Peter Robertson is a qualified career development practitioner and a chartered psychologist. He lectures on career theory and policy. His research interests include the links between career, health and well-being, and employment support services for disadvantaged groups.

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**Keynote: a new Topic: a new framework for a Career Systems approach.**

**Description:** Career theories and models often fail to make explicit their underpinning assumptions. An important set of assumptions relate to how we conceptualise the person: the human individual that is the focus for theorising and the target of our helping services. This failure means that often research and practice is based on implicit or simplistic assumptions about our service users. In this presentation the case will be made that a more sophisticated 'model of man' could better inform our work. Drawing on systems thinking and the Capability Approach, a model will be proposed. Its potential value in assessing clients, building their self-awareness, and highlighting areas for exploration will be explained.

**Prof. Dr. Jaana Kettunen**



- President for the International Association for Educational and Vocational Guidance (IAEVG);
- Professor and Vice director at the Finnish Institute for Educational Research, University of Jyväskylä

Jaana Kettunen is professor at the University of Jyväskylä. In her work she focusses on the design and pedagogical use of information and communications technology (ICT) in learning and working environments. She has extensive experience on training, supporting and working with practitioners throughout Finland. Her research interest is on the role of ICT and social media in career guidance. Her current research focuses on the career practitioners' ways of experiencing and conceptualizing social media in career services, and aspects that are seen as critical in the successful use of these new technologies in career services. Recently her research has also looked into the ethical practice in social networking and in the role of ICT in relation to national lifelong guidance policies.

<https://www.linkedin.com/in/jaanakettunen/>

**Keynote: Keeping Pace with Digital Change**

**Description**

As technological advances, including artificial intelligence (AI), change how individuals explore and acquire information about education, training and work opportunities, there is a pressing need to align career services and associated professional practices with these new technologies. The rise of artificial intelligence (AI) further accelerates this shift. Digitalisation, AI, and digital transformation offer considerable opportunities, but they also necessitate rethinking our approach to services and ensuring that practitioners are equipped with the competencies they need in this context.



**Prof. Dr. Beatrice van der Heijden**



- Head of Department Strategic HRM at the Institute for Management Research at Radboud University Nijmegen, The Netherlands
- Associate Editor of the European Journal of Work and Organizational Psychology
- Co-editor of the German Journal of Human Resource Management
- Member Academia Europaea (The Academy of Europe)
- Member Scientific Advisory Board NWO (The Netherlands Organisation for Scientific Research)
- Member Royal Holland Society of Sciences and Humanities
- Knight in the Order of the Lion of the Netherlands

Beatrice van der Heijden is an occupational and organizational psychologist at the Radboud University Institute for Management Research and specialized in career research. In particular, she is involved in empirical research on 'ageing and work', employability, career development and sustainable careers. She publishes in international journals as well as in Dutch-language journals. In her research, she pays particular attention to identifying individual, function-related and organizational determinants of sustainable careers. She is particularly interested in the relationship between employees and their direct supervisor, and its influence on the career development process.

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**Keynote: Sustainable careers**

**Description:** Get inspired by recent thinking about a New Career Paradigm. Prof. Dr. Beatrice van der Heijden shares key insights about Sustainable Careers and how different stakeholders can protect and ideally enhance all workers' career sustainability across the life-span.