



2018

Established in 1843, Coventry University is a forward-looking, modern university that provides high-quality education underpinned by excellent research with impact. It has a sector leading global engagement strategy including being the 3rd largest recruiter of international students, the largest provider of UK learning opportunities with partners around the world and the number one provider of overseas mobility experiences for students.

## PROJECT OBJECTIVES

Coventry University sought CBBC's input regarding the content of an alumni conference on 10th November 2018 in Shenzhen, Guangdong Province. The event also marked the 175th anniversary of the University's establishment. CBBC suggested including an Employability Workshop as part of the event so as to align with the University's annual conference theme of "Innovation and Employability". This workshop served as an opportunity to provide practical advice and information about employability in China to Chinese alumni. CBBC supported Coventry University in the organisation of the workshop.

## CBBC'S SERVICES AND ACHIEVEMENTS

CBBC helped design Coventry University's Employability Workshop, which included a speech, a panel discussion, and job advertisements aimed at Coventry University graduates and alumni. In order to meet Coventry University's objectives, CBBC researched the University's academic strengths and identified and invited eight suitable potential participants - from a variety of notable companies and organisations operating in different sectors, who were based in Guangzhou and Shenzhen - to attend the Employability Workshop.

CBBC arranged for the keynote speaker, a Director of Hays in China (a world leading recruitment company), to deliver a keynote speech as part of the Employability Workshop. He spoke in accordance with a tailored brief provided by CBBC to alumni about current pillar industries in South China and changes predicted to occur in the labour market: analysing the potential impact artificial intelligence could have on future jobs. He also provided specific career advice to attendees.

CBBC also invited five speakers to participate in the workshop's panel discussion. They shared their perspectives on the opportunities and challenges that Chinese students returning from studies abroad can face when entering the recruitment market in China. Upon the conclusion of the workshop, two of the invited companies advertised job vacancies which alumni of Coventry University could apply for.

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Thanks to CBBC and your excellent team for delivering such a fantastic outcome at our event. It really was an incredible panel that you put together. You have allowed us to deliver a step change in visibility and power to the very front of the employability agenda in China. We are very keen to continue to work on this agenda with CBBC. ”

**Dr David Pilsbury, Deputy Vice-Chancellor (International), Coventry University**

## FOLLOW UP AND NEXT STEPS

CBBC will continue to work with Coventry University, which is a CBBC premium member company, on its future activities in China, and will offer relevant support and further consultancy services as, and when, required.