



## SAMPLE PROPOSAL

### **Track: 3**

#### **Title:**

Developing future talent: what skills are needed for success in the global labour market and how to help our students develop them?

#### **Abstract (max 150 words):**

What are companies looking for in the next generation of graduates? Are certain skills recognized globally among international graduate recruiters? Which are they, and how can students develop these? How can you measure the results of your skills program? This session will present three case studies, each from a different perspective on the above questions. The first will discuss how Airbus developed the set of 'key competencies' it seeks in graduates and how these are operationalized in collaboration with universities. The second will review a project by Petrus Communications for the French government to improve employability skills in university students, while signaling these competencies to future employers. The third outlines two groundbreaking EU-Korea education and internship programs developed by Kyungbook National University in Korea, which allow students to obtain an international experience (in Korea or with EU partners), study for their qualification and complete an internship.

#### **Biographies (max 125 words):**

Speaker 1: Rachel Schroeder, Airbus, France

Rachel Schroeder is Head of Employment Marketing at Airbus, where her responsibilities include developing strategic university relationships worldwide. She worked in Airbus' North America Market Research, Strategic and Business Planning and Investor Relations department before moving to Toulouse in 1995 in Airbus SAS' Commercial Directorate. She joined Technical Marketing in 1999 and in 2003, became Head of A380 Communications. From 2007 to 2009, Rachel combined A380 and Environmental Communications, launching the Airbus Fly Your Ideas Challenge – a student competition on aviation and the environment which attracted 2,500 participants in the first year.

Rachel speaks at many industry conferences and contributes to the Master of Marketing in New Technologies at IAE Toulouse.