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October 30th 2004

SALISBURY HOSTS 3 WORKPLACE LEARNING CONFERENCES

Salisbury will be the venue for three special conferences on basic skills training in the workplace. Providers, employers, adult students and union learning reps involved in language, literacy and numeracy training from all over Wiltshire and neighbouring counties will gather at the city's Milford Hall Hotel on 9, 10 and 11 November to take part in the event, which is being organised by the Workplace Basic Skills Network at Lancaster University.

The first event will explore key aspects of setting up, implementing and evaluating workplace ESOL (English for Speakers of Other Languages) programmes. It will also examine the wider context in which workplace ESOL is placed.

The second conference will look at the marketing process and how best to target particular industry sectors, with an examination of the latest research in the field and how to create effective promotional material.

The final day looks at how to conduct an organisational needs analysis with a view to providing basic skills learning, plus the writing of an ONA report. Emphasis is placed on how workplace language, literacy and numeracy training fit into an organisation's existing culture. It will also look at how to negotiate training provision with company managers.

Jo Kendall, the Network's Professional Development Manager, said: "This is a great opportunity for providers of basic skills in the region to learn about the most effective ways of developing and delivering training programmes in literacy and numeracy, whether it be from the language point of view, marketing, or giving an organisation appropriate advice based on skills analysis. Bringing adult training to the workplace is a complex process and there is always more to learn."

The conferences are suitable for basic skills practitioners who plan to deliver in the workplace but who have limited marketing experience, as well as managers who may be looking to market basic skills courses to local companies. It will also be useful for basic skills professionals wanting to expand

their understanding of the practicalities involved in setting up provision for companies.

The cost - for each conference - to Network members is £200, non-members £225, including lunch and refreshments. For further information, or to book a place, contact the Professional Development Team on tel: 01524 592273 or email: pdenquiries@lancaster.ac.uk.

Note to editors:

The Workplace Basic Skills Network, based at Lancaster University, is a national membership organisation dedicated to workplace language, literacy and numeracy provision. Founded in 1993, it supports "Skills for Life", the government's adult literacy and numeracy strategy. The Network builds professional capacity in workplace basic skills through sharing and dissemination of good practice and continuing professional development, supporting basic skills professionals to meet the language, literacy and numeracy needs of today's changing workplace. Address: Workplace Basic Skills Network, CSET, Lancaster University, Lancaster LA1 4YL; tel: 01524 593405; website: www.lancaster.ac.uk/wbsnet

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