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E-ATP Keynoter: "Employers need not fear certification"

An increase in certification can help solve a skills crisis in Europe that reflects a shortage of training for both young people and "squeezed middle" workers, education leaders from across Europe were told at the the fourth annual conference of the European Association of Test Publishers (E-ATP) Sept. 12-14.

"Unemployed and discouraged workers are estimated at 40 million in Europe, whilst at least 4 million vacancies are unfilled as the decline in low-skill jobs is replaced by a growing demand for high-skilled workers. Up to 50% of employers in Europe are struggling to find the right talent," Rona Fairhead, CEO of the Financial Times Group told conference attendees.

Increasing the role and profile of certification, developing more apprenticeship pathways, utilising blended learning and assessment technologies and improving the verification of credentials were just some of the solutions encapsulated in Fairhead's closing keynote address.

William G Harris, CEO of the Association of Test Publishers (ATP) said: "There has been extensive research over the last year identifying the extent of the skills problem, but we still lack a cohesive system..."
strategy across Europe to tackle it. ATP members represent some of the most influential thinkers in assessment and we need to do more to raise the profile of both the benefits of staff training and the importance of certification.”

Keynote speaker Rona Fairhead added: “Certification is the ‘Higgs Boson’ of talent; it’s the ingredient which holds the world of skills development together. Whilst employers increasingly struggle to find the skills they need, many also fear that if their staff get certified, they will lose them to another company. The data we have shows that organisations actually get more productive and committed staff. Educators and assessment companies need to work together to help improve the quality and effectiveness of learning and certification through technology and particularly mobile solutions, and provide more evidence of the value of certification to employers.”

Fairhead challenged ATP to engage its global members in ‘value of certification’ research which would help provide the evidence employers need to better equip the workforce of today for tomorrow.

[Join E-ATP next year in Malta! Click here for more information.]

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Asia-ATP to hold first Conference in Beijing

Asia Division, (A-ATP) will launch their first ever conference in Asia - "Rediscovering Asia". The conference will be held in Beijing on the 15th of December 2012, 8:30 - 14:00, and is A-ATP’s first major regional event. The conference seeks to attract regional participants from testing markets in Asia to share best practices and challenges. The conference will use an interactive forum format, where industry leaders will discuss a range of key issues relevant to the Asian markets. The audience will have the opportunity to pose questions to the panel of experts and to participate directly in the discussions.

For more information click here: Asia ATP

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