



**AI** WORK AND SKILLS  
FORUM

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# SHAPING TOMORROW'S **AI** TALENT, TODAY

**NOVEMBER 2023**





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# FOREWORD

It brings me immense pride and excitement to introduce you to our first AI in Work and Skills Forum – a culmination of visionary thought, collaboration, and a shared ambition to pioneer the future of work and skills in the age of Artificial Intelligence (AI).

Over the years, AI has transitioned from being a distant tech marvel to an integral fabric of our everyday lives and professional landscapes. The influence of AI on our workplaces is undeniable. It offers immense potential – to enhance productivity, foster innovation, and transform industries. But with these opportunities also come challenges, particularly in ensuring that AI's impact on work is inclusive, ethical, protects workers rights and beneficial for all.

Addressing this duality requires a collective effort. It necessitates that we bring together varied perspectives – from industry experts to academic thinkers, from policymakers to educators, and from tech developers to end-users. Our Forum is a testament to this very essence of collaboration. It serves as a platform where voices, both established and emerging, converge to shape the narrative around AI, work, and skills.

A significant factor that has enabled the success and impact of this Forum are key supporters, sponsors and partners. These stakeholders, comprising thought leaders, governmental bodies, and industry giants, play a crucial role in steering our discussions and actions. Their expertise, insights, and commitment have been the bedrock on which the forum stands. Their role isn't merely participatory; it's foundational. To each of our partners and collaborators, I extend my heartfelt gratitude. Your belief in our mission propels us forward.

But our journey has barely started. The landscape of AI is continuously evolving, and so must our strategies, discussions, and interventions. This is why the Forum has set ambitious growth plans, looking to expand our footprint across cities globally. Our Vision 2026 is to become a beacon for AI discussions worldwide, ensuring that every region, every industry, and every individual has a seat at the table.

For this vision to materialise, we need more than just plans. We need your support. Partnership is our strength. Together, we've achieved milestones, and together, we'll scale newer heights. I urge you to actively engage, share your perspectives, and consider how you can further our collective mission. Every voice, every idea, and every collaboration counts.

Let our time together at the Forum be marked by optimism, curiosity, and a shared commitment to crafting a brighter, AI-augmented future. A future where technology serves as an enabler, where skills are future-proof, and where work is fulfilling and inclusive.

**Isa Mutlib**  
Founder of the AI in Work  
and Skills Forum

Let's co-create this future.





# ABOUT

The AI in Work and Skills Forum is more than just an event; it's a movement. Since our inception, we've believed in the power of AI to transform not just businesses but entire industries. However, with this transformation comes the challenge of ensuring our workforce is prepared, skilled, and adaptable.

Our Forum serves as a dynamic meeting ground for stakeholders from diverse sectors. From tech innovators and industry leaders to educators and policymakers, our attendees are a testament to the Forum's interdisciplinary approach. Together, we explore the nuances of AI integration into workplaces, discuss strategies to foster AI-driven skills, and share best practices to navigate the challenges that come with this tech evolution.

Our discussions don't just end with the event. The insights and collaborations formed here spark initiatives, influence policies, and drive impactful changes in organisations and communities globally.

## SOME FACTS\* ABOUT AI'S IMPACT ON THE FUTURE OF WORK

**\$2.6 TO \$4.4**

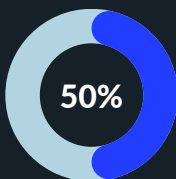
★ TRILLION ★

**Annual Value To The  
Global Economy**

### MULTI SECTOR IMPACT

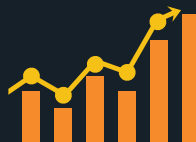
**Banking Could Gain \$200bn-340bn Annually**

**Retail Impact Gains \$400-660bn**



**Today's Jobs**

**Automated By 2045**



**0.1%-0.6%**

**Increase In Productivity  
Growth By 2045**

\*Source: The economic potential of generative AI. June 14, 2023 - Report by Mckinsey Digital

# SUPPORTERS



**Sarah Munby**  
Permanent Secretary

"The UK government is firmly committed to investing in AI and ensuring its safe and ethical deployment, as demonstrated by our forthcoming Global AI Safety Summit.

The Department for Science, Innovation and Technology recognises the pivotal role AI plays in the evolution of our workforce and industries.

The AI in Work and Skills Forum aligns with our vision, serving as a crucial platform for dialogue and progress. We stand with the Forum in its endeavours and encourage the nation to come together in preparing for the AI-driven future."



Department for  
Science, Innovation  
& Technology



**Zahra Bahrololoumi**  
CEO (UK&I)

"Generative AI has the power to transform businesses, the way we work, the way we live, and the way customers interact with brands. In fact, our research reveals that 84% of IT leaders in the UK now expect generative AI to play a prominent role at their organisations in the near future.

We are in an AI revolution and it is imperative that AI is developed safely and responsibly and we ensure that everyone has the tools to develop and use these technologies accurately, and ethically.

Therefore, AI skills are today's skills. But only one in 10 UK workers believe they have AI skills and 75% don't feel ready to operate in a digital-first world. Today's workplace is at the centre of the next phase of technological transformation and rapidly changing. Business leaders have a responsibility to upskill workers to ensure we create a successful future alongside AI that benefits all. We hope this Forum can bring it to the forefront."



**Rashika Parmar**  
Group CEO

"The latent potential of AI possesses the capacity to fundamentally transform how we live and work, and this can only be achieved through responsible stewardship.

It is crucial to prioritise inclusivity and address systemic societal issues, as this will ensure that this transformation unlocks the benefits of AI for the entire society, rather than just a privileged few. To prepare for this AI-driven future, we must dispel the unhelpful stereotypes propagated by science fiction films and cultivate the essential skills required to actively shape a future that aligns with our values and aspirations.

The AI in Work and Skills Forum is an ideal opportunity to see the best practices and learn from recognised experts."



# VISION 2026

The AI in Work and Skills Forum is part of a wider plan to increase AI talent through fast developing skills here in the UK and Globally.

Through ENGAGE and EMPOWER, we will lead the way through to 2026.

## ENGAGE EMPOWER



### 01 ENGAGE

Capturing the depth of content, diverse dialogues, networking, partnerships, and the commitment to involve a younger audience as well as industry stalwarts.

- Host 50+ global sessions annually
- Unite 5,000 AI enthusiasts
- Spotlight 100 young innovators yearly
- Partner with 50+ global tech and non-tech organisations
- Impact 1,000 companies through meaningful engagement



### 02 EMPOWER

Upskilling the next generation of AI talent.

- Launch the AI for Work and Skills Academy in 2024, upskilling 20,000 BY 2026
- 50% trained from underrepresented groups
- Provide AI inspiration workshops and hackathons to 100 schools annually



# WHY PARTNER WITH US

## Leadership in AI Thought With Global Reach

Align with a forward-thinking platform pioneering AI's role in work and skills.

## Empowerment Drive

Be part of a mission to upskill the next AI talent wave, strengthening industry readiness.

## Social Responsibility

Demonstrate CSR initiatives by supporting inclusive AI learning and opportunities.

**PARTNER WITH US**

 email [isa@careers.camp](mailto:isa@careers.camp)

OR SCAN HERE





# ADVISORY COUNCIL



**Erica Farmer**  
Co-founder and Director  
Quantum Rise Talent Group



**Claire Bedding**  
Skills Adviser  
Business West



**Shazia Ejaz**  
Director of Campaigns  
REC UK



**Kyle Winterbottom**  
CEO and Founder  
Orbition Group



**Sue Attewell**  
Head of AI and Codesign  
Jisc



**Paul Drew**  
COO  
Apprentify



**Ismael Kherroubi Garcia**  
Founder & CEO  
Kairoi UK



**Juhi Koré**  
AI Policy & Products Lead



# SPONSORS



NOCN Group is an educational charity whose core aims are to help learners reach their potential and organisations thrive. The group includes business units specialising in regulated UK and international qualifications, End Point Assessment, assured short courses, SMART job cards, assessment services, consultancy, and research.

**W: [nocn.org.uk](http://nocn.org.uk)**



UVAC is a non-profit providing an independent voice for universities on matters relating to technical and professional higher level learning including higher and degree apprenticeship.

**W: [uvac.ac.uk](http://uvac.ac.uk)**



City and Guilds partners with organisations to deliver work-based learning programmes that build competency, to support better prospects for people, organisations and wider society. They create flexible learning pathways that support lifelong employability, because it's their belief that people deserve the opportunity to (re)train and (re)learn again and again – gaining new skills at every stage of life, regardless of where they start.

**W: [cityandguilds.com](http://cityandguilds.com)**

# PARTNERS



# 2023 SPEAKERS



**Simon Staffell**  
Government Affairs  
Director | Microsoft UK



**Chanell Daniels**  
Responsible AI Manager  
Digital Catapult



**Kassim Hussein**  
Head of Data & Analytics  
Cleveland Clinic London



**Patrick Craven**  
Director of Partnerships  
City and Guilds



**Sue Attewell**  
Head of AI and Codesign  
Jisc



**Tony Pitchford**  
Account Director  
BCS



**Louise Ball**  
Commercial Director  
BPP



**Erica Farmer**  
Director (Panel Chair)  
Quantum Rise Talent Group



**AI** WORK AND SKILLS  
FORUM



# WE'RE BACK! SPRING 2024 LONDON

Topics include

Startups | Sector Impacts | Education | Regulation



## THOUGHTS

# FUTURE PROOFING TECHNICAL, PROFESSIONAL EDUCATION AND SKILLS TRAINING WITH THE USE OF DIGITAL TECHNOLOGY AND AI

Before the start of this decade, if you had asked most leaders in further and higher education providers how long it would take to operationally move the entirety of their institution's learning provision online, the answer would invariably range from several years to, in all likelihood, more than ten. Yet in March 2020 schools, colleges, universities and all other training providers moved 'metaphorical mountains' in a matter of just a few weeks and days. The rapidity of this response demonstrated how, when faced with an urgent need, staff delivering education and training can work together, effectively, to adopt new technologies, modes of practice, resources and ways of working, and at pace.

Previously, where leaders and governors would ask "is this possible?" when faced with a decision about investment in digital, they now know, "yes, it most certainly is". There is no doubt that the whole educational community experienced what has been described as a 'gravity assist' (Barber, 2021) in which digital and online learning and teaching and assessment practices were propelled forward.

Indeed, 2020 accelerated what was a slow move towards online and digital methods to support further and higher education delivery of technical, professional and vocational programmes including apprenticeship provision. What followed the initial emergency pivot to online teaching and learning was a shift to better thought out and more pedagogically effective use of technology. Back then, those emergency measures to deliver online education were considered 'good enough' but we are now concerned with what we can learn from the emergent context and how we might build on earlier developments and adaptations and shape the future. As schools, colleges and universities negotiate the next shift in digital and AI, they do so against a backdrop of multiple pressures often described as the "VUCA world"; volatile, uncertain, changing and ambiguous. The Covid-19 crisis is just one example of the challenges the skills sector will face.

UVAC, the higher education representative body that champions higher technical education and skills including higher and degree apprenticeships, has carried out recent research that concludes digitally enhanced learning and teaching going forward has become a much more nuanced offer than the 'online learning' of the pandemic or the post-pandemic return to talking heads in large lecture halls.

# THOUGHTS

A seamless mix of face-to-face components, digital elements, the physical and the virtual... the ideal education merges the best of what has been learned about these different environments. Digitally enhanced learning and teaching (DELT) – another new concept and acronym - must now integrate digital tools seamlessly into the learning journey to improve and augment it and, as a result, achieve better inclusion, engagement, accessibility, attainment and outcomes.

From today's standpoint, what is needed is a maintained focus on rethinking and redesigning practice. Staff and learners/apprentices have realised the benefits digital can offer, but the next step is understanding how to integrate technology (whether that is AI, AR, VR or not fully digital but blended or initiating a 'digital first' principle) in a pedagogically informed way. For example, what are the creative ways to use digital tools to support learners/apprentices with collaborative group work synchronously or asynchronously? It's not just about having the digital skills and confidence; it's about redesigning learning and assessment to realise the affordances digital tools can offer and ensure students are prepared for an ever-increasing digital workplace.

One of the major ongoing aspects for consideration is how to directly influence practitioner competencies and ongoing professional development in digital pedagogy. How are we building back better in relation to digital pedagogy and vocational education and training. In terms of individual practitioner development needs, four key – areas can be identified.

1. The first is about understanding and using the available technology effectively.
2. The second is developing capability in digital and blended learning pedagogy, both to support the design and delivery of individual sessions and components and to aid design at programme level.
3. The third is fluency across methods that make use of digital means to support learning in and through work, including through reflection on practice, undertaking projects, systematic enquiry and reviewing learning (Garnett, 2020); this is something that will typically involve employers and relates to the more general need to improve engagement with the world of work as a primary source of learning.
4. Finally, institutional systems, policies and management need to support emerging practices. Regulations, guidance and frameworks for quality, ethics and accessibility need to be updated to reflect digital teaching and learning; staffing structures may need to change to accommodate more collaboration both across academic staff and between subject-specialists, tutors, work-based mentors and coaches, learning technologists and information specialists.

Dr Mandy Crawford-Lee  
Chief Executive  
UVAC



# THOUGHTS

## INVESTING IN AI SKILLS: A GATEWAY TO THE FUTURE

In today's fast-paced, technology-driven world, artificial intelligence (AI) is transforming industries and the way we work and live. From healthcare and finance to education, engineering and manufacturing, AI is a powerful force driving innovation, efficiency, sustainability and competitiveness. As organisations strive to remain relevant and competitive in an ever-changing environment, could investment in AI skills be the answer?

### **The importance of AI skills**

AI and other technologies have started to reshape industries, making some jobs redundant and creating entirely new ones. The World Economic Forum predicts that AI will create 12 million new jobs by 2025, while displacing 75 million. So, whilst new technologies such as AI bring new opportunities, they also create a need for specific skills. To harness the true power of AI, organisations must recognise the key role of human intelligence - the skills, creativity, and initiative that drive AI development and application.

### **Future-Proofing the workforce**

AI technology continues to spread through every aspect of our professional lives and acquiring AI skills is no longer a choice but a necessity. A study conducted by Salesforce revealed that 96% of workers in the UK believe that businesses should prioritise AI skills as part of their strategy to develop their workforce. For organisations and professionals, investing in the development of AI education and training is an investment in the future. By equipping workers with the skills to adapt and thrive in the digital age, organisations will not only future-proof themselves but also empower their employees and boost productivity.

### **Driving innovation and competitive advantage**

From a business perspective, investing in AI skills is a strategic necessity. In a hyper-competitive global market, staying ahead of the competition is becoming increasingly difficult. Organisations that invest in AI skills can gain a competitive advantage by unlocking new opportunities for innovation, efficiency, and customer engagement. A skilled AI workforce enables organisations to anticipate trends, capitalise on emerging opportunities and outperform competitors. Whether it's through the automation of routine tasks or implementing more personalised customer experiences, AI can drive business growth and profitability.



# THOUGHTS

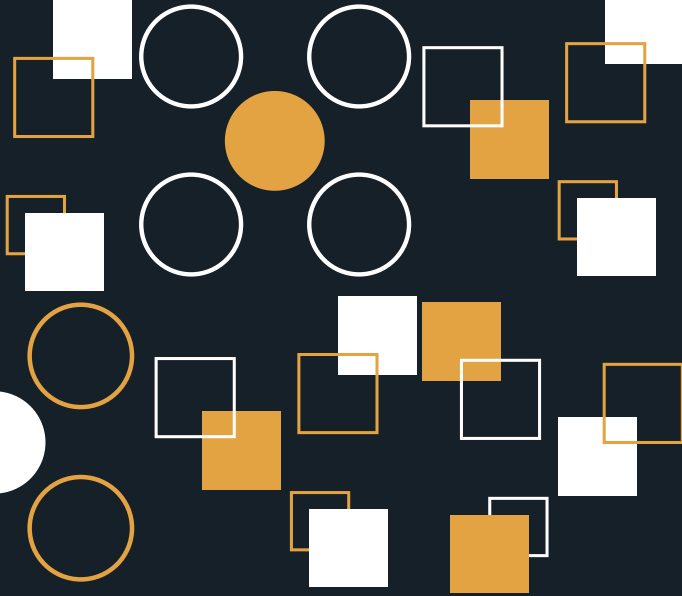
## The AI skills gap

As the demand for AI expertise increases, a significant skill gap emerges. According to a report by the World Economic Forum, there will be a shortage of over 85 million skilled workers by 2025; more than compensating for the historic roles made redundant. Whilst many organisations now consider AI to be a business priority, the majority do not have enough skilled AI workers in-house to bring their strategies to life. A study conducted by Snap Logic revealed that a lack of skilled talent is the biggest barrier for organisations progressing their AI initiatives, followed by insufficient budget, issues accessing the right technology and lack of access to data. This gap presents an opportunity for individuals to develop AI skills in order to position themselves as invaluable assets in a competitive job market, driving innovation and progress in their fields.

Because the technology is ever changing, the journey to AI proficiency is not without challenges, but the rewards can be endless. In an era where adaptability and innovation are key to success, businesses that recognise the significance of AI and embrace it through education, training and a commitment to ongoing learning can remain at the forefront of innovation and competitiveness. In addition, as AI continues to shape the future, individuals equipped with the right skills will be able to position themselves as valuable assets and become indispensable in the ever-growing job market. By creating a workforce equipped with the necessary AI expertise, organisations will not only future-proof themselves, but will also contribute to a more innovative, efficient and sustainable future for society as a whole.

Graham Hasting-Evans  
Chief Executive  
NOCN Group





# CONTACT



@aiworkandskills



aiworkandskills.com

**For direct contact**

**E: isa@careers.camp**

**M: +44 7900297464**