



**WORLD
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The Voice of Labour Market Enablers

“The Work We Want” Dissemination Plan

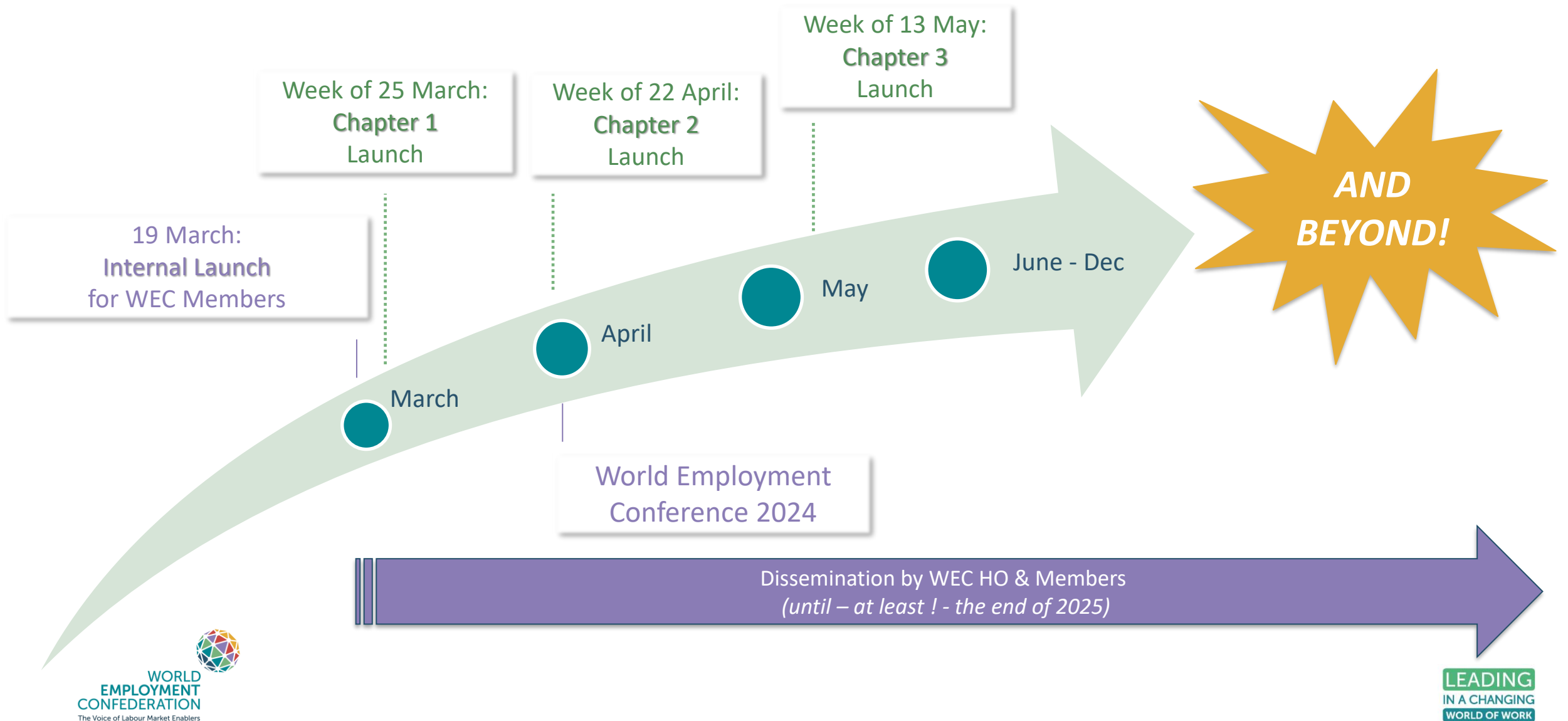
Strategic Research Project 2024

Head Office team

19 March 2024

Dissemination timeline

A goldmine of content to tap into for the next couple of years





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WEC dissemination plan – the What

Dissemination - what

Communication material available (March 2024)

Delivered by FT Longitude

- ✓ Interactive dedicated website (=home of the campaign)
- 3 editorial articles (*work in progress*)
- 3 audio interviews (podcast-style) (*work in progress*)
- Infographic (*work in progress*)
- 1 report (PDF*) (*work in progress*)
- ✓ 1 presentation including all findings

Produced by WEC

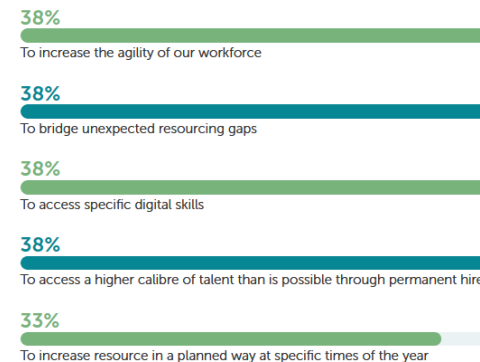
- Press releases (*work in progress*)
- Videos (WEC representatives summarising the key messages of the overall report and each of the 3 waves) (*coming soon*)
- Opinion pieces (diving further into specific issues) (*coming soon*)



Let's talk about work

To try to answer that question, we spoke to 715 senior executives and nine experts around the world. What do they think about artificial intelligence? Are they finding talent in new places? How do they expect our working lives to evolve?

Organisations' reasons for using agency workers



What do we really want from the world of work?

We're in an era of dramatic and constant change in the world of work. Technology is threatening jobs and creating them at the same time. Demographic shifts, such as rising labour migration and a wave of retirement, are changing the available workforce. Individuals are reconsidering the role of work in their lives, and flexibility, autonomy and freedom are at the top of their lists.

As a result, organisations are struggling to predict what skills they will need in 12 months' time — let alone three years from now. And they're creating new business models at breakneck speed as digital transformation and Artificial Intelligence (AI) disrupt the old ones.

This transformation of work and workforce gives us an opportunity to build a future that works for all of us. Let's start with a simple, but critical, question:

What work do we want?

AUDIO EPISODE 1:

The work we want

Artificial Intelligence is a game-changer for business. Over the past year, this disruptive technology has taken the world by storm, creating a range of new career paths while replacing other functions altogether. So, it's no wonder that business leaders say it's harder than ever to predict their future talent requirements.

In this episode of The Work We Want, we explore how the rapid adoption of AI is reshaping our workforces. We consider the new skillsets needed to build, deploy and integrate AI systems, and the strategies that companies must adopt to create a workforce that's suited to an AI-enabled future.

To discuss this topic, FT Longitude's Managing Editor Hannah Freegard is joined by Kay Firth-Butterfield, CEO of Good Tech Advisory and former inaugural Head of AI at the World Economic Forum.

Listen To the Interview With Kay Firth-Butterfield



Agile talent in the age of AI

The dramatic rise of generative AI is already transforming the workplace, but do employers have the people they need for what comes next?

The big skills rethink is starting

Industry research on perceptions of AI has shown a high level of optimism. Randstad finds that more than half of working people believe that AI will lead to career growth and promotion. The Adecco Group has likewise found that most workers are optimistic about AI in the workplace. But do they understand it? According to that report, “workers and organisations need a deeper understanding of [AI’s] potential” — including how it will affect their jobs.

For organisations, the skills they’ll need tomorrow are increasingly hard to predict. Already, they’re encountering big skills gaps in key areas, particularly in digital expertise. And as new technology continues to disrupt business models, our global survey of 715 senior executives found that organisations are having to rethink every part of their talent strategies.

Talent planning is increasingly challenging. Agility is key.

Senior executives say that digital transformation and workers’ desire for more flexible working practices are going to be the biggest challenges for talent planning over the next two years.

But our research shows that they’re grappling with other issues, too: the scarcity of talent in the market, the so-called Great Resignation, talent migration and remote working, and workers’ increasing willingness to move roles.

Digital transformation and flexible working will create the greatest challenges for talent planning in next two years





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WEC dissemination plan – the How

Dissemination - how

Utilising all WEC's Advocacy Pillars of Activity

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Positioning

Social media

- Dedicated LinkedIn page
- Weekly posts (*see detailed calendar at the end of this slide deck*)

Opinion pieces

- Forbes HR Business Council
- Global Recruiter
- Staffing America Latina
- Etc.

Podcast (tbc)

Online events (tbc)

- LinkedIn
- YouTube Live



Public Affairs

Integration into WEC's Public Affairs Plan

- Social Justice agenda
- B20/G20 process
- ILC 2024
- Elections worldwide – including European Elections & WEC-Europe Manifesto
- Etc. (*see detailed calendar of hooks at the end of this slide deck*)



Thought-leadership

Speaking opportunities

- Incl. member / partner events (Ireland & Canada already scheduled)

Own events

- World Employment Conference 2024 – 'The Work We Want' session
- WEConversations June

Video messages, opinion pieces



Membership Empowerment

Amplification of WEC activities through member campaigns

- National spin on global findings
- Toolkit
- 1-1 support by WEC available

Capacity building

- Internal launch webinar
- World Employment Conference 2024 - Storytelling workshop



Labour Market Intelligence

ADAPT conference & newsletter

SIA conferences

WEConversations "State of the Industry"

Toolkit for members

In addition to communication material available

- Press release (for each wave) *(work in progress)*
 - One pager FAQ (including survey methodology + anticipated difficult questions) *(work in progress)*
 - *To support media pitching*
 - Slide deck presenting the contribution of the HR Services industry to better labour market outcomes for all *(coming soon)*
 - One pager with talking points *(coming soon)*
 - *To support presentations at events*
 - Explainer video by WEC President *(coming soon)*
 - *To support internal dissemination*
- + 1-1 support available from WEC Head Office, upon request
- Support in adapting messages
 - WEC speakers
 - Etc.



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WEC dissemination plan – the When



This calendar of events and activities will be updated on a monthly basis and shared with WEC membership through the Best of WEC & In The Know monthly newsletters.

Keep an eye on your inbox!

Dissemination Calendar: March - April

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Opportunities & Plans to Weave in Work We Want: Colour Coded by Pillar of Advocacy

March

- (19) Webinar: Internal launch with members
- (25) Chapter 1 Launch
 - Editorial article
 - Report - Part 1 (interactive platform)
 - Press release
 - Social media posts
- (26) LinkedIn Talent Connect (BS speaking)

April

- (4) ERF Talent Con (BS speaking)
- (11) AI Act - EP Plenary vote
- (12) International Recruiters Day
- (15-16) EU Presidency High-level Conference on the European Pillar of Social Rights
- (17-18) EU Presidency Lifelong Learning Conference
- (22) Chapter 2 Launch
 - Editorial article
 - Report - Part 2 (interactive platform)
 - Press release
 - Social media posts
- (23-25) World Employment Conference 2024
 - The Stories We Want: Unlocking the Power of Storytelling for Impactful Positioning
 - The Work We Want: Strategic vision, main findings, impact for our industry
- (28) World Day for Health & Safety at Work
- (30) European Year of Skills – Closing event

Dissemination Calendar: May - June

Colour Coded by Pillar of Advocacy

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May

- Mental health awareness month
- (1) Labour Day
- (8) ACSESS Conference (BS speaking)
- (9) Europe Day
- (20) International HR Day
- (20) Chapter 3 Launch
 - Editorial article
 - Report - Part 3 (interactive platform)
 - Press release
 - Social media posts
- (28) European Labour Law Conference

June

- (3-16) ILO Conference (ILC) 2024
- (4-9) European Elections
- (12) World Day Against Child Labour
- (12) WEC-Europe/UniEuropa joint project workshop
- (13) ILO Global Coalition for Social Justice Inaugural Forum
- (14) EU Conference on labour mobility and the posting of workers
- (19) WEConversations “Work We Want”
- (20) World Refugee Day
- (25) REC Conference (BS speaking) - TBC

Dissemination Calendar: July - August

Colour Coded by Pillar of Advocacy

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July

- OECD Employment Outlook (focus: Green Skills)
- (1) EU Presidency – Hungary
- (15) World Youth Skills Day

August

- (12) International Youth Day

Dissemination Calendar: September - October

Colour Coded by Pillar of Advocacy

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September

- WEConversations 'State of Industry'
- ILO-WEC Webinar on C181 (focus: active labour market policies and cooperation between public and private employment services)
- European Parliament committee composition
- (22-23) UN Summit on the Future

October

- (TBC) B20 Event in Brazil
- (TBC) EU PES Network Conference
- Confirmation of the new EU Commission President
- (7) World Day for Decent Work
- (10) World Mental Health Day
- (17) International Day to End Poverty

Dissemination Calendar: November - December

Colour Coded by Pillar of Advocacy

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November

- WEConversation – “Regulation”
- ADAPT Conference
- Hearings of EU Commissioners / Confirmation of the new European Commission by the European Parliament

December

- WEConversations “Election Round-Up”
- European Commission Work Programme 2025
- (4-5) SIA Executive Forum Europe (DP speaking - tbc)
- (10) Human Rights Day
- (18) International Migrants Day

WEC Dissemination Plan

2024 Annual View

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March	April	May	June	July	August	September	October	November	December
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