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'Work and life' – career guidance for the Y generation in a time of economic slowdown.

Increasing numbers of students are participating in higher education in Europe but there has not been a proportionate increase in graduate level jobs. Also there is evidence to show a changing attitude to work particularly amongst generation Y, those born after the mid 80's. They seek for example 'shared values' such as sustainability, social responsibility and work-life balance and are experts in using social media.

This session will examine how graduate career development can be enhanced by using a more innovative and proactive approach to career guidance to support generation Y graduates in a period of economic slowdown.