



The six conference themes emanate from the following five big questions about career development.

- **What is the essence?**
This question goes to the heart of career development and its purpose. It considers the values held by the field and its research and theory base. It raises questions about relevance and appropriateness in a global world.
- **Whom do we serve?**
This question considers the recipients of career development services and recognises the importance of providing inclusive services for people of all ages. It considers the diversity of the populations that career development serves and asks questions about who is and is not adequately catered for.
- **Are we on task?**
This question considers the provision of career development services in its many forms. It raises questions about delivery methods including the use of technology. It examines current trends in theory, research and practice and considers their appropriateness for anticipated future needs.
- **Are we up to it?**
This question considers the professional standards and ethics that guide career development work. It considers the skills, knowledge, attitudes and competencies needed by career development practitioners to operate effectively in a rapidly changing world.
- **How do we know?**
This question considers the evidence base of career development. It examines the nature and purpose of evidence and whose needs it serves. It considers how an evidence base may be effectively developed from the practitioner level through to the policy level.

Themes for the Conference

These five big questions above underpin the career development themes for the conference.

- relationships between technique and theory
- inclusive and lifelong engagement
- current and future relevance
- local and global dimensions
- research and outcomes
- standards and ethics