

The potential of artificial intelligence in career counselling

14 NOVEMBER 2024 | KARDINAL KÖNIG HAUS
KARDINAL KÖNIG PLATZ | 1130 VIENNA

euroguidance österreich

Euroguidance Conference 2024

The Euroguidance Conference 2024 will focus on the latest developments and innovative approaches in career counselling, particularly the use of artificial intelligence.

How do we deal with the rapid development of technology?

How can artificial intelligence enrich guidance, and what responsibility does it bring along for the field of guidance?

How can we explore the use of digital tools for career education?

You can look forward to exciting presentations, practical insights, interactive workshops and networking opportunities with experts from the industry. Join us and play an active role in shaping the future of career counselling!

In the afternoon, **five parallel workshops** will offer the opportunity to deepen the discussion and get to know innovative approaches in the field of counselling.

We invite you to network with colleagues from Austria and Europe at the Euroguidance Conference 2024! Throughout the event, a **project exhibition** and an **Erasmus+ Corner** will provide an opportunity to get to know projects and develop project ideas.

Click here [to register](#).

#EuroguidanceConference2024|#AustrianEuroguidanceConference2024

PROGRAMME (as at 08.10. 2024)

09:00 - 09:30	Registration
09:30 - 09:40	Welcome Ernst Gesslbauer, OeAD Department Europe, Education, Youth
09:40 - 09:50	Interactive introduction to the topic Michael Bauer-Leeb
09:50 - 10:10	Fit for counselling forms of the future with Euroguidance Carin Dániel Ramírez-Schiller, OeAD Department Europe, Education, Youth
10:10 - 10:30	Step by step into the future! Educational and vocational guidance and career counseling in Austria Ursula Fritz and Evelin Langenecker, BMBWF, Department I/6
10:30 - 11:00	Break and journey through the methods market
11:00 - 11:40	Key Note "Digital technology and career guidance" (in English) Alison Burke, Analyst, OECD, Directorate for Education and Skills
11:40 - 12:15	Panel discussion - Artificial intelligence in educational and career counselling between innovation and responsibility - impulses from Austria Christine Bauer-Grechenig, BiBER Sonja Karbon, Karbon Consulting Manuela Vollmann, ABZ*AUSTRIA
12:15 - 12:30	Introduction to the workshops
12:30 - 13:45	Lunch break

WORKSHOPS

13:45 - 15:30	Thematic work in five parallel workshops
15:30 - 16:00	Wrap-up of the workshops (Miniplena)
16:00 - 17:00	Conclusion with a glass of wine

Moderation: Michael Bauer Leeb

WORKSHOPS (13:45 - 15:30)

Workshop 1: AI meets counselling: New paths in career counselling through artificial intelligence - A practice-oriented workshop (in German)

Artificial intelligence is playing an increasingly important role in modern career counselling. It offers numerous opportunities to optimise and personalise guidance processes. In this practice-orientated seminar, you will learn how AI tools can be used effectively in your daily work:

- Make your daily tasks easier with AI tools.
- Support creative processes in consulting with the help of AI.
- Use chatbots to prepare for job interviews.

Practical methods for creating and analysing texts will be presented. You will also gain an initial insight into how you can create your own GPT models in order to develop customised AI assistants for your specific tasks.

Due to the practical orientation, you will benefit most if you bring a mobile device (smartphone, laptop, tablet) and have access to an AI tool such as ChatGPT, Claude, etc. (the free basic version is sufficient).

Expert:

Gerhard Hintenberger, psychotherapist and lecturer at various universities

Facilitator:

Arabella Seits, OeAD / Euroguidance

Workshop 2: Use and handling of AI in career counselling: benefits and limitations

(in German)

Building on a contribution by BiBer Bildungsberatung and AMS (Public Employment Service) Salzburg at the event "Artificial Intelligence between Innovation and Responsibility" held in St. Virgil at the beginning of June 2024, the focus is now on further possible applications, the development of framework conditions for sensitive use and the corresponding further training in addition to the acquisition of information for counselling.

The two counselling institutions in Salzburg will provide **insights into the practice** and demonstrate the usability but also the limits and risks of using artificial intelligence in career counselling. Participants are cordially invited to **exchange information and experiences** on where the use of AI has proven successful and what further development could look like.

Experts:

Christine Bauer-Grechenig, Andreas Lutzmann, Laura Eder; BiBer Educational Counselling Salzburg
Marco Wuppinger, Salzburg Labour Market Service

Facilitator:

Sabine Wagner, OeAD / Erasmus+ Adult Education

Workshop 3: On the trail of AI skills - Are career counsellors the new IT experts of the future? (in German)

In this workshop, we will explore the diversity of artificial intelligence, taking into account the various aspects that need to be considered in the application of AI. The focus will be on AI competences and we will explore the question of which AI competences career counsellors need in order to continue to provide high-quality counselling in the future. In doing so, we will analyse existing definitions with practical requirements in order to ensure the best possible transfer.

Experts:

Sonja Karbon, Karbon Consulting GmbH
Sylvia Zumtobel, Labour Market Service Tyrol

Facilitator:

Andrea Nakarada, OeAD / EPALE

Workshop 4: Digital Tools for career guidance of displaced youths, with a special focus on Ukrainians abroad (in English)

Hanna Voronina, co-author of “ETF - National career development support systems review: Ukraine”, will give insight into the career guidance system of Ukraine, highlighting various Ukrainian career guidance online services for youth, including pre-conflict initiatives such as “Career Hub Ukraine” and - partly AI-based - digital platforms for vocational education and training, that could be used in guidance for displaced Ukrainians abroad.

Alison Burke will support the workshop by including OECD findings on career development needs of displaced youth in general.

What specific holistic guidance approaches (including psychological counselling) could be beneficial in fostering resilience and empowering individuals in their career development and how can Artificial Intelligence be utilized?

Find out about various tools and join the exchange of experience!

Experts:

Hanna Voronina, PhD in Education, Senior researcher at the Institute of Problems on Education of the National Academy of Educational Sciences of Ukraine
Alison Burke, Analyst, OECD, Directorate for Education and Skills

Facilitator:

Eva Baloch-Kaloianov, OeAD / Euroguidance

Workshop 5: AI in counselling - curse or blessing? (in German)

Ever since the publication of ChatGPT, AI applications with chatbots have been the talk of the town. Chatbots simulate human interaction and at the same time suggest that they can transport facts from the internet. This is a combination of skills that were previously only attributed to humans. What does this development mean for consulting? Do we need to be careful? Will chatbots change our counselling work? Or is this just another hype that will soon be over? The workshop will outline and discuss possible developments in connection with the use of chatbots in counselling (e.g. writing letters of motivation). A distinction will be made between process and expert counselling.

Expert:

Marc Schreiber, Professor of Career and Personality Psychology, Counsellor and lecturer at the Zurich University of Applied Sciences ZHAW, Institute of Applied Psychology IAP

Facilitator:

Susanne Krischanitz, OeAD / Euroguidance