

AI 2.0

What's coming next?

HEADLINE PARTNERS



SUPPORTING PARTNERS





Simon Rogers
CCO, GTI

Welcome



 **Nano Banana**[Image Editor](#) [Showcase](#) [Toolbox](#) [Pricing](#) [API](#)

US

[Launch Now](#)[Sign In](#)[Get Started](#)



Try The AI Editor

Experience the power of nano-banana's natural language image editing.
Transform any photo with simple text commands



Prompt Engine

Transform your image with AI-powered editing

 **Image to Image** Text to Image**Batch Processing** 

Enable batch mode to process multiple images at once

 Upgrade **Reference Image** 0/9

Add Image
Max 50MB

 **Main Prompt**

A futuristic city powered by nano technology, golden hour lighting, ultra detailed...

Output Gallery

Your ultra-fast AI creations appear here instantly

**Ready for instant generation**

Enter your prompt and unleash the power







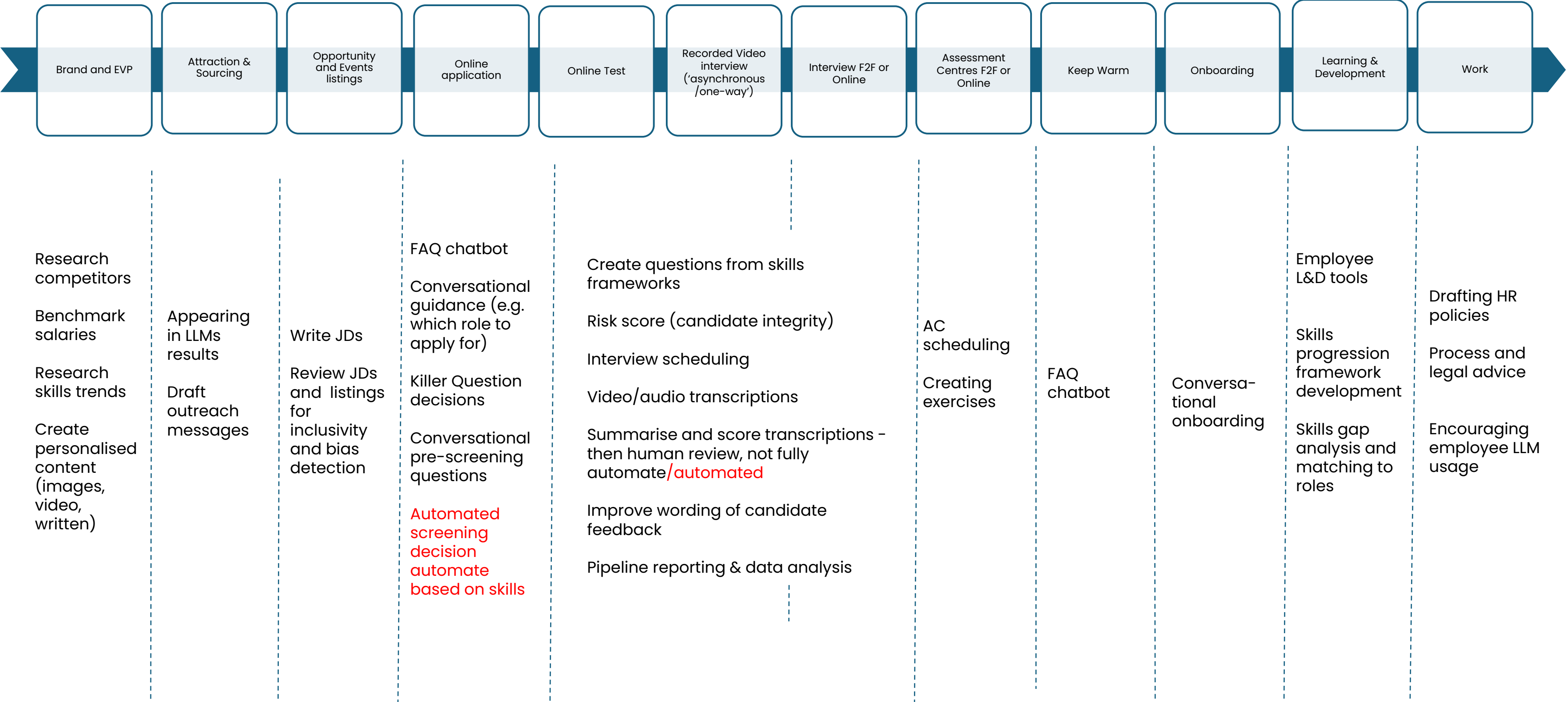


Busting the myths...

Four myths...

1. AI is new in early careers
2. Its only innovative, risk tolerant companies
3. Risk of bias cant be managed
4. There will definitely be less people in TA

AI Benchmarking Tool



HEADLINE PARTNER



SUPPORTING PARTNERS



Today's agenda

Welcome

Simon Rogers, CCO, GTI

Is AI really taking out early careers jobs?

Stephen Isherwood, Joint-CEO, ISE

The impact of AI on recruitment through online search

David Watts, CTO, Evolved Search

Designing adaptive early career professionals

Emma O'Dell, Skills and Capability Planning Director, BPP

AI updates and innovations from GTI

Shona Ford, Solutions Design Lead, GTI

The effects of AI on workforces, early talent and future critical skills

Rachel Davidson, VP People, Skyscanner

AI, you now know what it does now, but what's coming next?

Bernard Marr, Futurist





Stephen Isherwood
Joint CEO, ISE

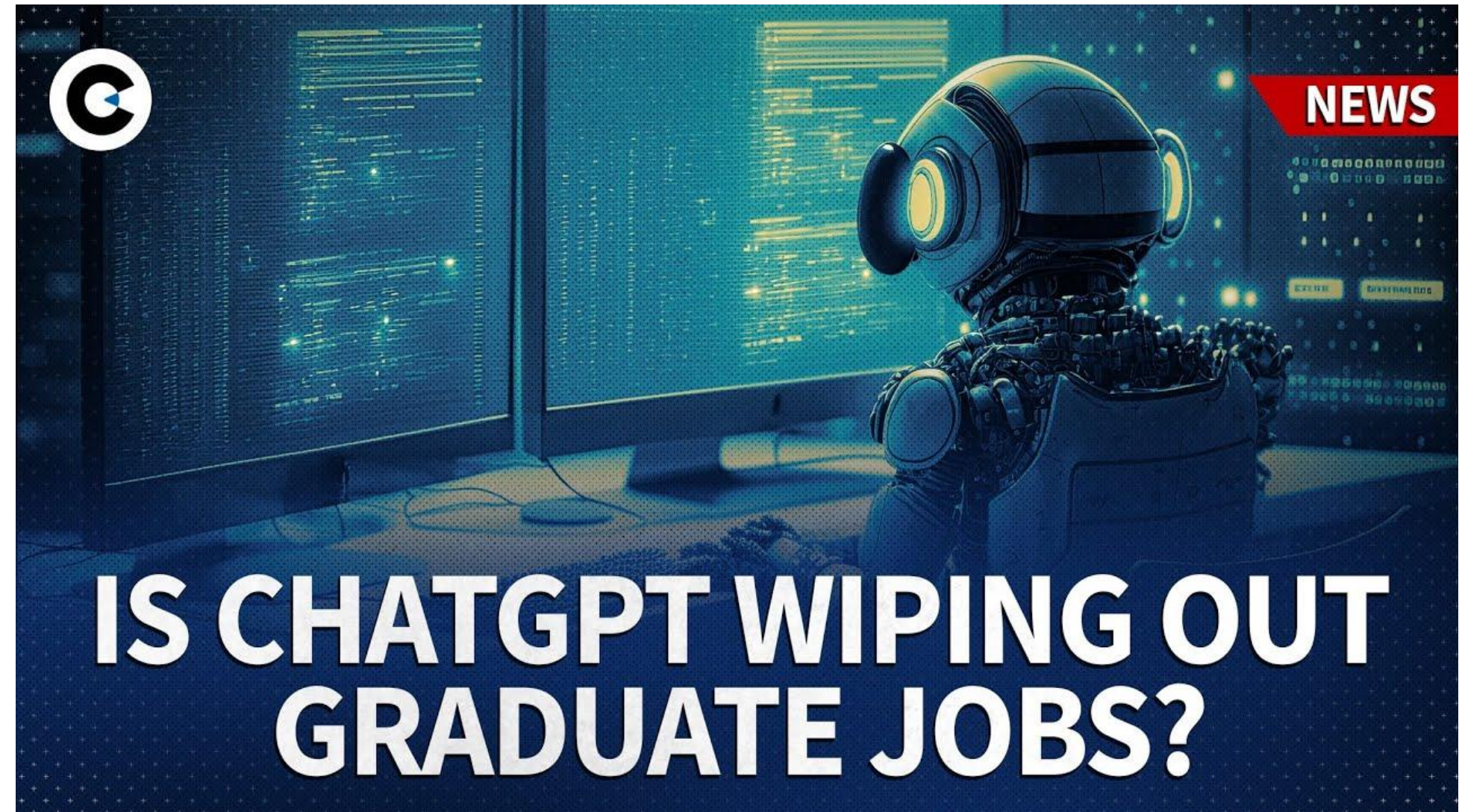
Is AI really taking out
early careers jobs?



www.theguardian.com

'Like throwing myself at a wall': UK graduates struggle in 'insane' job market

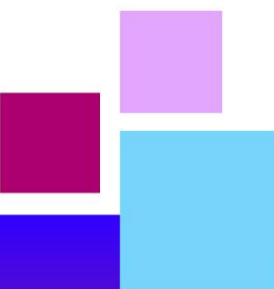
'Hostile and impersonal' process to find first job after university leads many to work for minimum wage



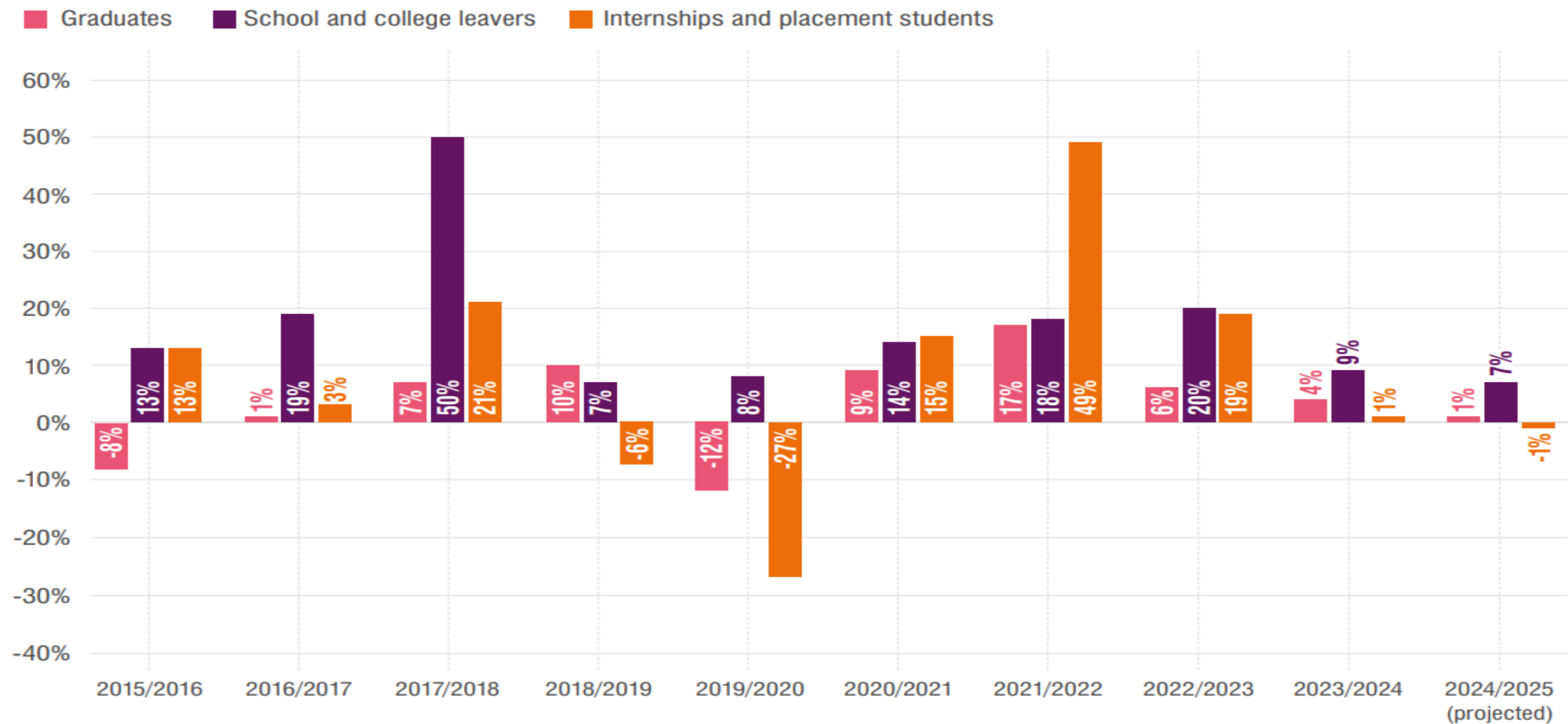
Work & Careers

+ Add to myFT

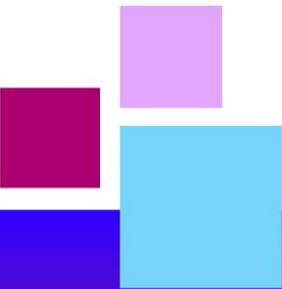
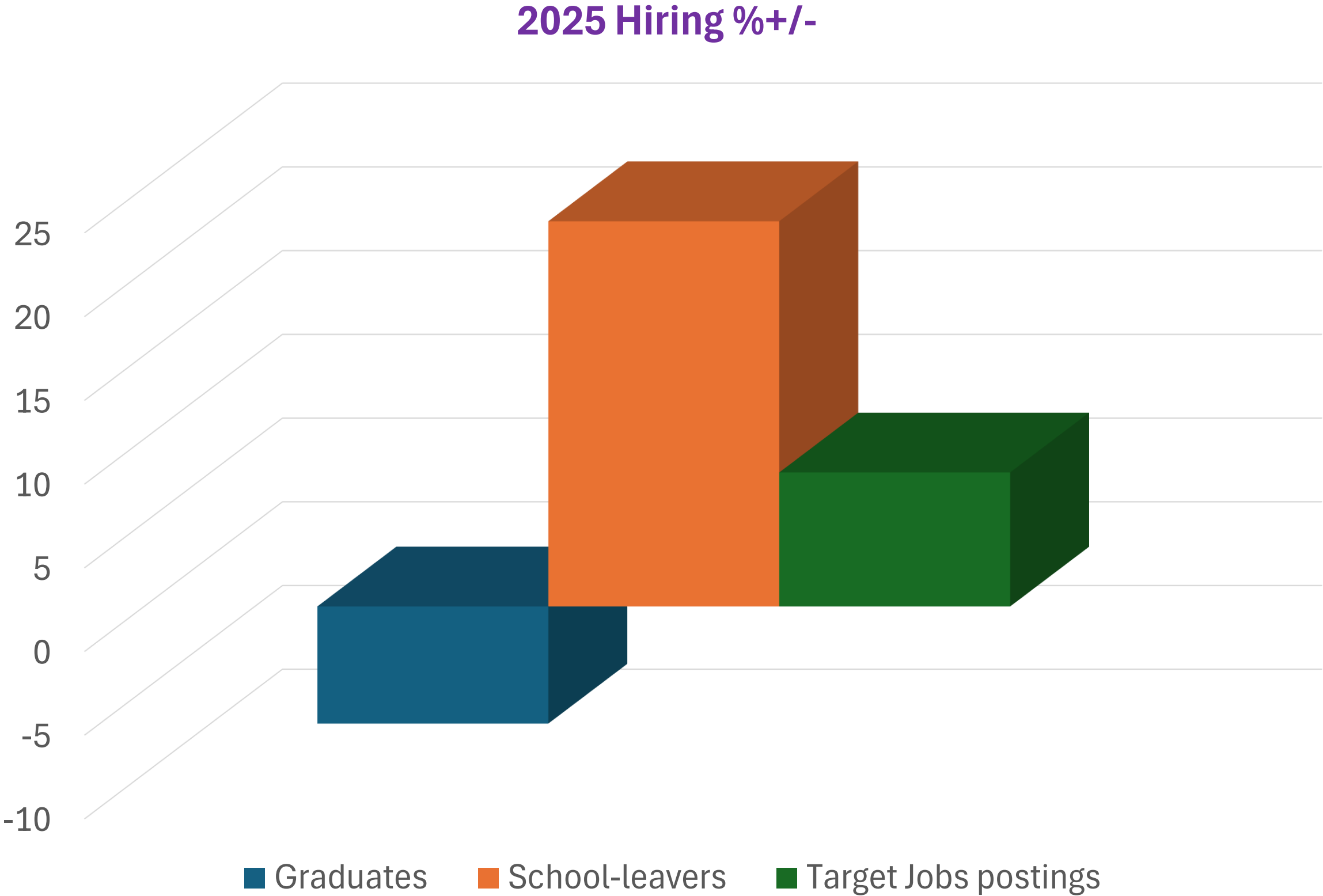
Is a degree worth it?



Market health



Poll results



Significant sector changes YoY

Sector vacancies declining between Aug23-Jul24 and Aug24-Jul25

Retail, business & commercial services **-27%**

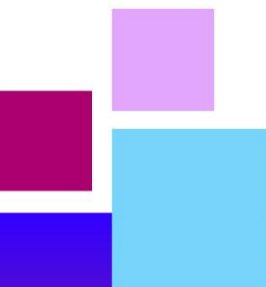
HR & recruitment **-27%**

Management & business **-22%**

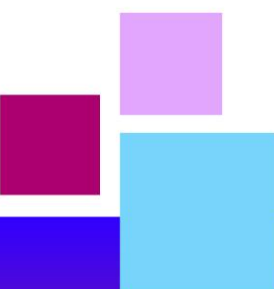
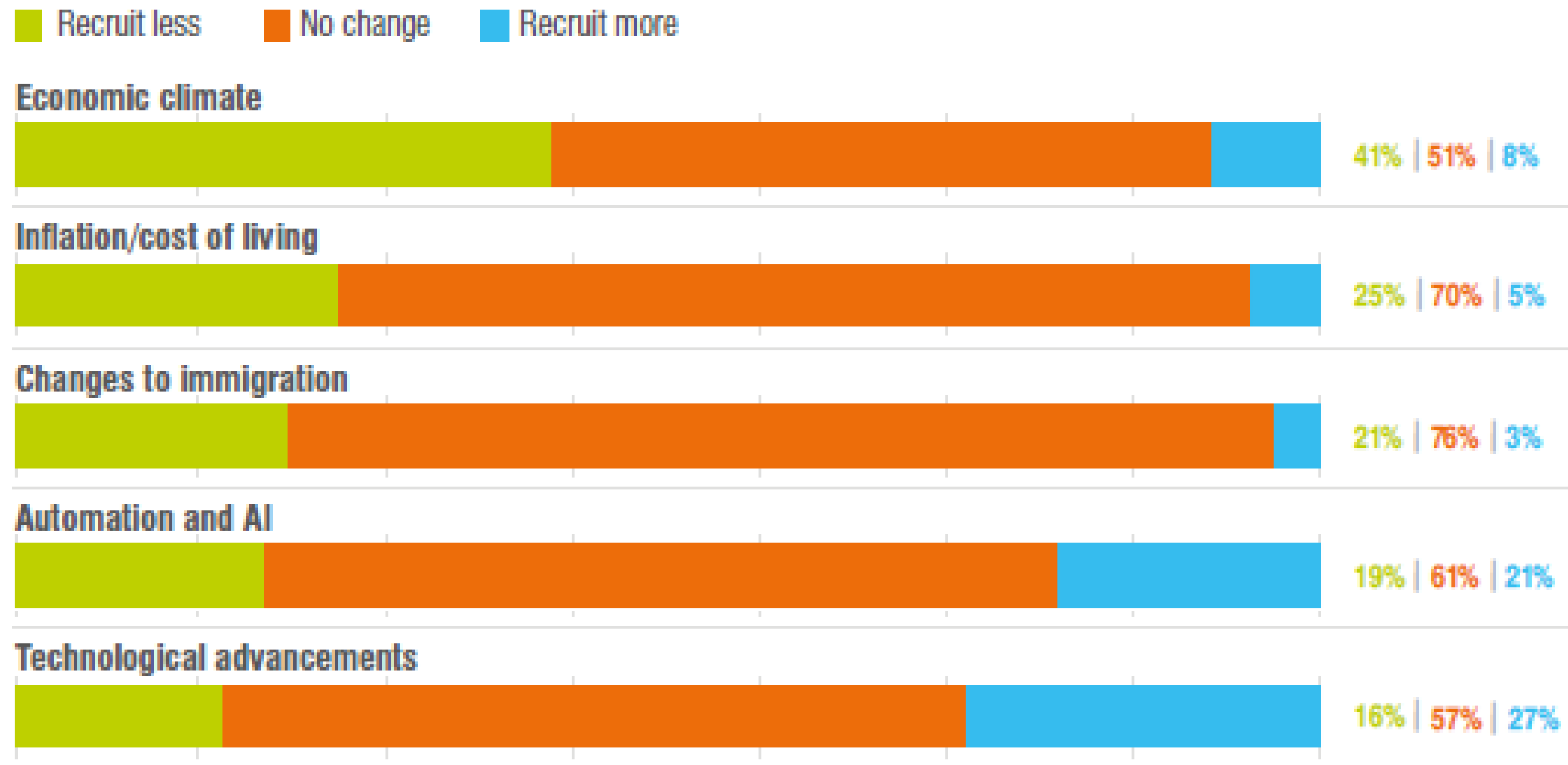
Sector vacancies increasing between Aug23-Jul24 and Aug24-Jul25

Property, construction & QS **+11%**

Science, R&D, food industry **+3%**



Future plans

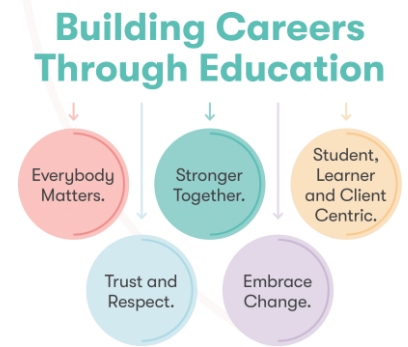
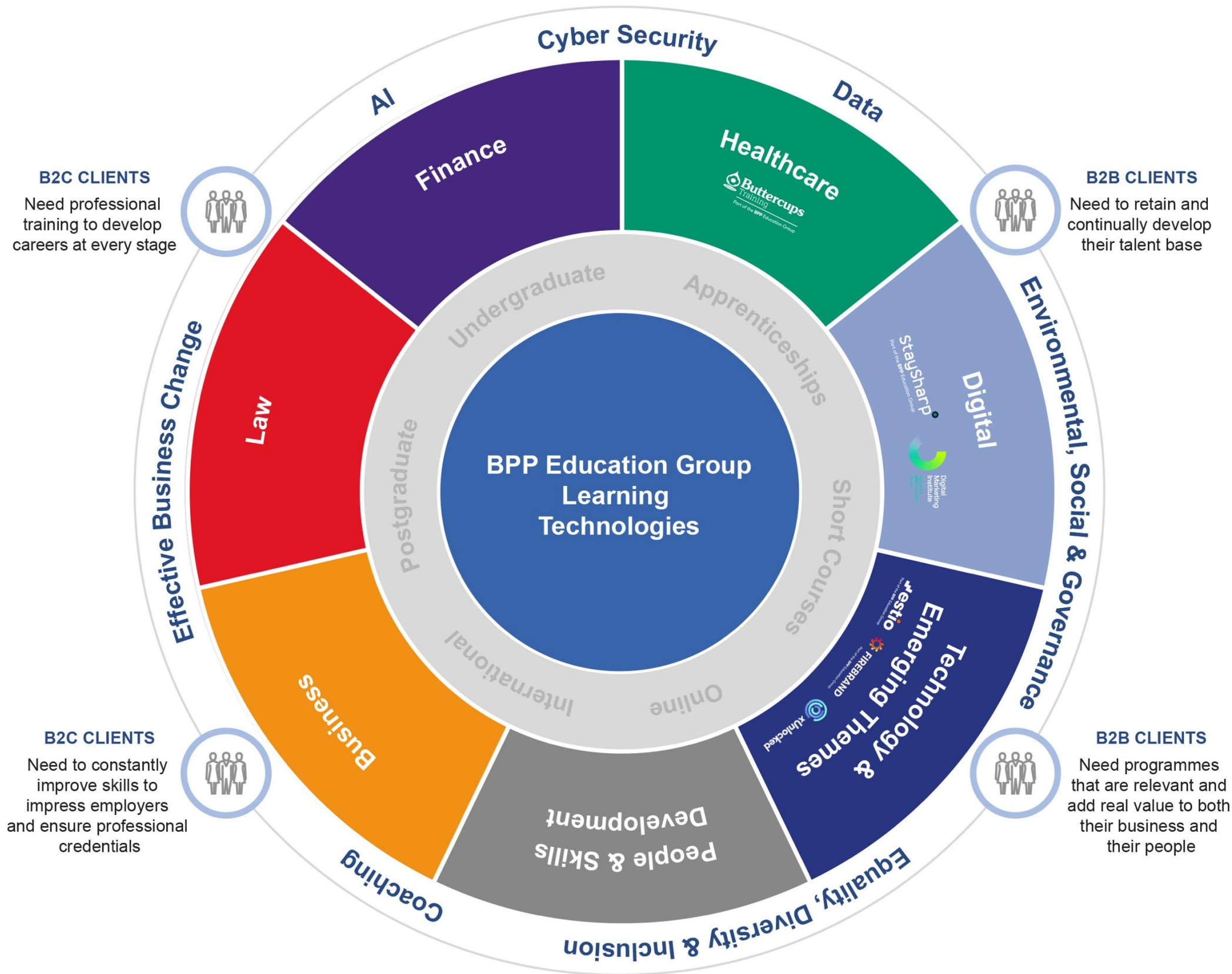




Emma O'Dell
Skills and Capability Planning Director, BPP

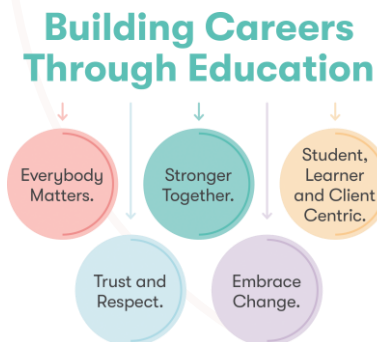
Designing adaptive early career professionals

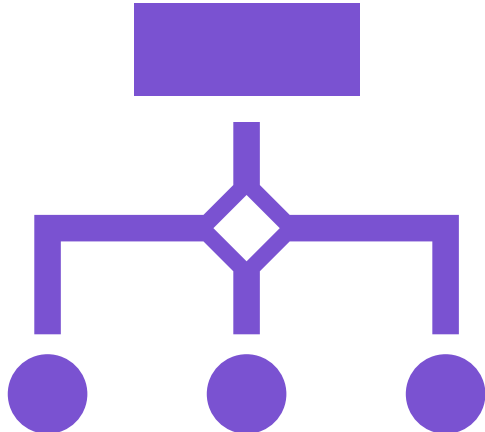

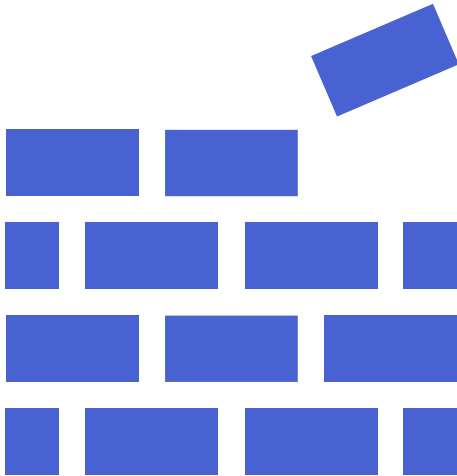

BPP Education Group.



The evolution: from jobs to skills.

From role-based hiring to skills-based strategies.

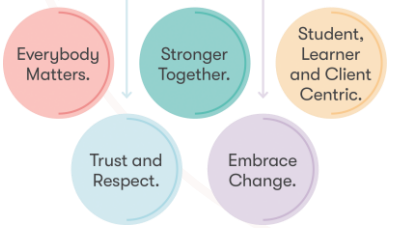


JOB CENTRIC	SKILLS AWARE	SKILLS PRACTITIONER	SKILLS CENTRIC
Fixed roles, rigid structures	Discovering the value of skills thinking	Building frameworks and context	Skills drive all talent decisions
<i>Traditional Approach</i>	<i>Early Exploration</i>	<i>Active Transformation</i>	<i>Advanced Capability</i>
			



Workplace readiness skills: the new foundation.

Building Careers
Through Education



Intellectual Agility

Critical Thinking & Problem-Solving

Creativity & Innovation

Sense-Making & Analytical Reasoning

Collaborative Intelligence

Communication

Collaboration & Teamwork

Building Inclusivity & Influence

Future Readiness

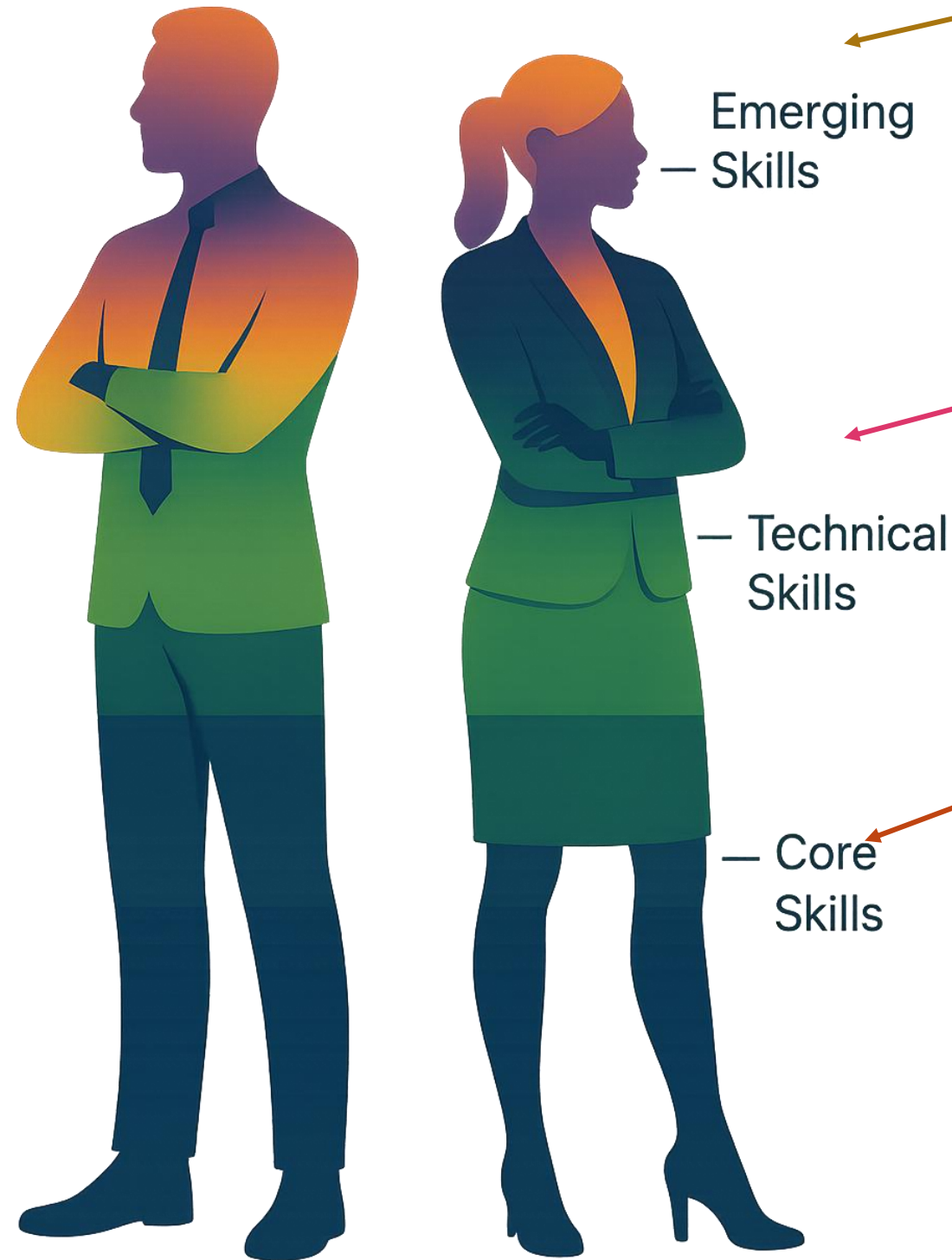
Adaptability & Resilience

Digital Fluency & Data Literacy

Learning Agility & Self-Management



How skills stack.



Emerging Skills

Technical Skills

Core Skills

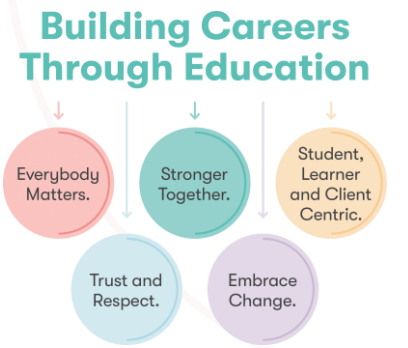
The future-focused capabilities that keep businesses ahead of disruption

Domain skills and knowledge that deliver immediate value

Core workplace readiness skills form the foundation that enables everything else



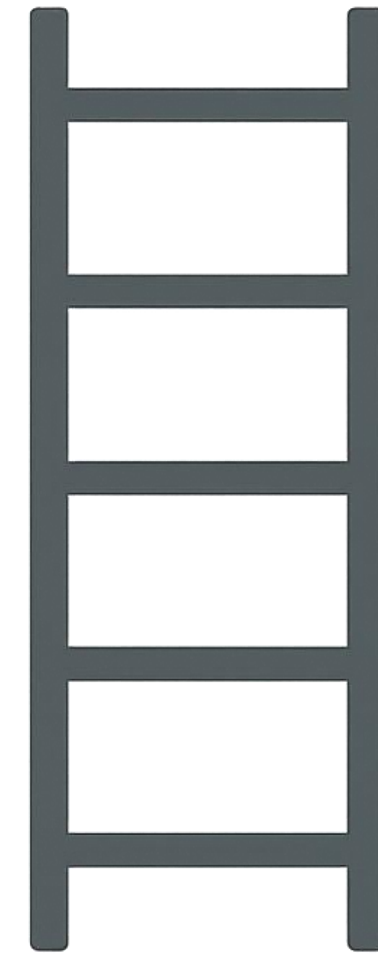
**Core +
Technical +
Emerging =
Complete
Capability!**



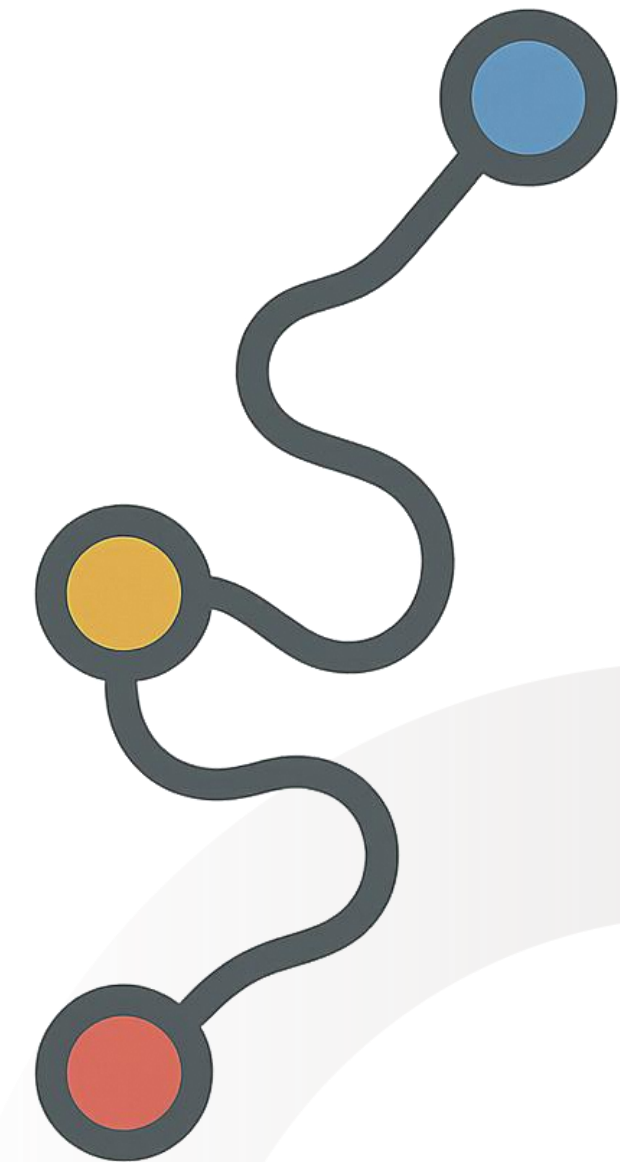
Gen Z: built for the skills economy.

What Gen Z wants:

- ✓ *Transferable capabilities*
- ✓ *Cross-functional experience*
- ✓ *Future-proof skill sets*
- ✓ *Adaptability over stability*
- ✓ *Skills development opportunities*
- ✓ *Work aligned with values*
- ✓ *Clear progression pathways*
- ✓ *And...*



...No to this!



Yes to this!

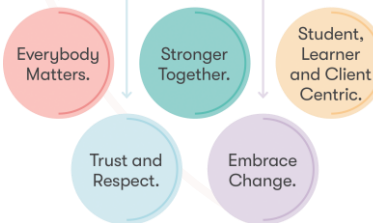
Building Careers
Through Education



Benefits of the squiggle.

Squiggly careers drive innovation.

Building Careers
Through Education

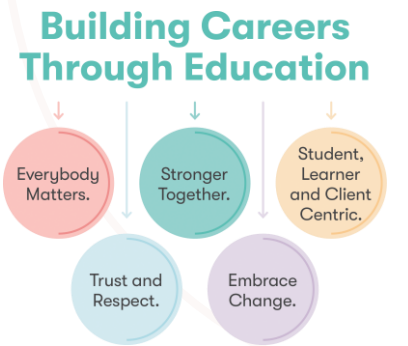


INNOVATION CATALYSTS	BRIDGE BUILDERS	CHANGE NAVIGATORS	LEARNING ADVOCATES
<p>Fresh perspectives from diverse experiences</p> <p><i>Cross-pollinate ideas between domains</i></p>	<p>Translate between functions and teams</p> <p><i>Enable cross-functional collaboration</i></p>	<p>Resilient through transitions</p> <p><i>Guide others through uncertainty</i></p>	<p>Embody continuous development.</p> <p><i>Model growth mindset behaviours</i></p>



Implementation for early career teams.

Practical steps to build a skills-first approach.



Designing future-ready talent systems:

- ✓ *Design integrated skills development pathways*
- ✓ *Measure capability growth, not just completion*
- ✓ *Focus on mentorship and guidance over task oversight*
- ✓ *Build portfolios demonstrating transferable skills*
- ✓ *Create AI collaboration training programmes*
- ✓ *Offer cross-functional project opportunities*



Contact us

UK Head Office

BPP, Aldine Place, 142-144 Uxbridge Road, London, W12 8AW

Hong Kong

Level 54 Hopewell Centre, 183 Queens Road East, Hong Kong

Malaysia

Unit 30-01, Level 30, Tower A, Vertical Business Suite, Avenue 3, Bangsar South,
No.8 Jalan Kerinchi, 59200 Kuala Lumpur, Malaysia

Singapore

80 Robinson Road #02-00, Singapore 068898



David Watts
CTO, Evolved Search

The impact of AI on recruitment through online search

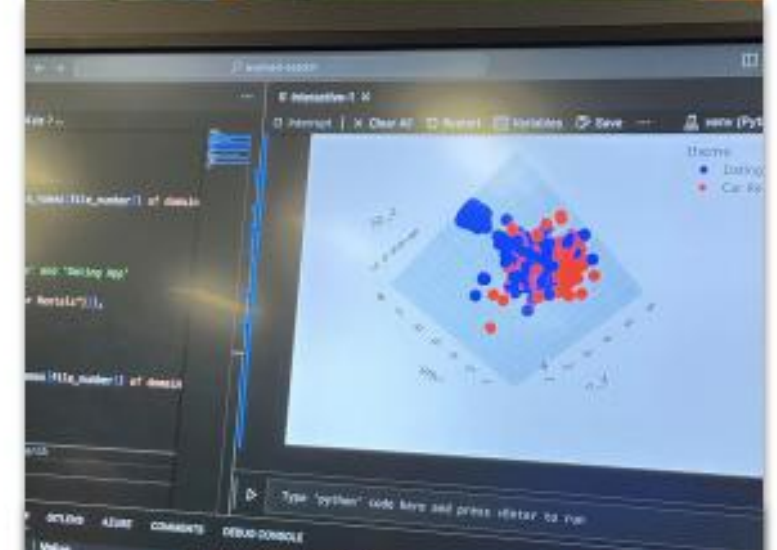
A Little About Me & Evolved

About Me...

- 20 Years in Digital Marketing
- CTO with responsibility for horizon scanning

About Evolved...

- Digital and search specialist
- Award Winning Agency
- Investors in tools and research in the AI space



AI Adoption in 2025

evolved.

Some Perspective on AI



47.7B
▲ 80.92%

Some Perspective on AI



41.5B
▲ 32.65%



47.7B
▲ 80.92%

Some Perspective on AI

1671B
▲ 0.51%



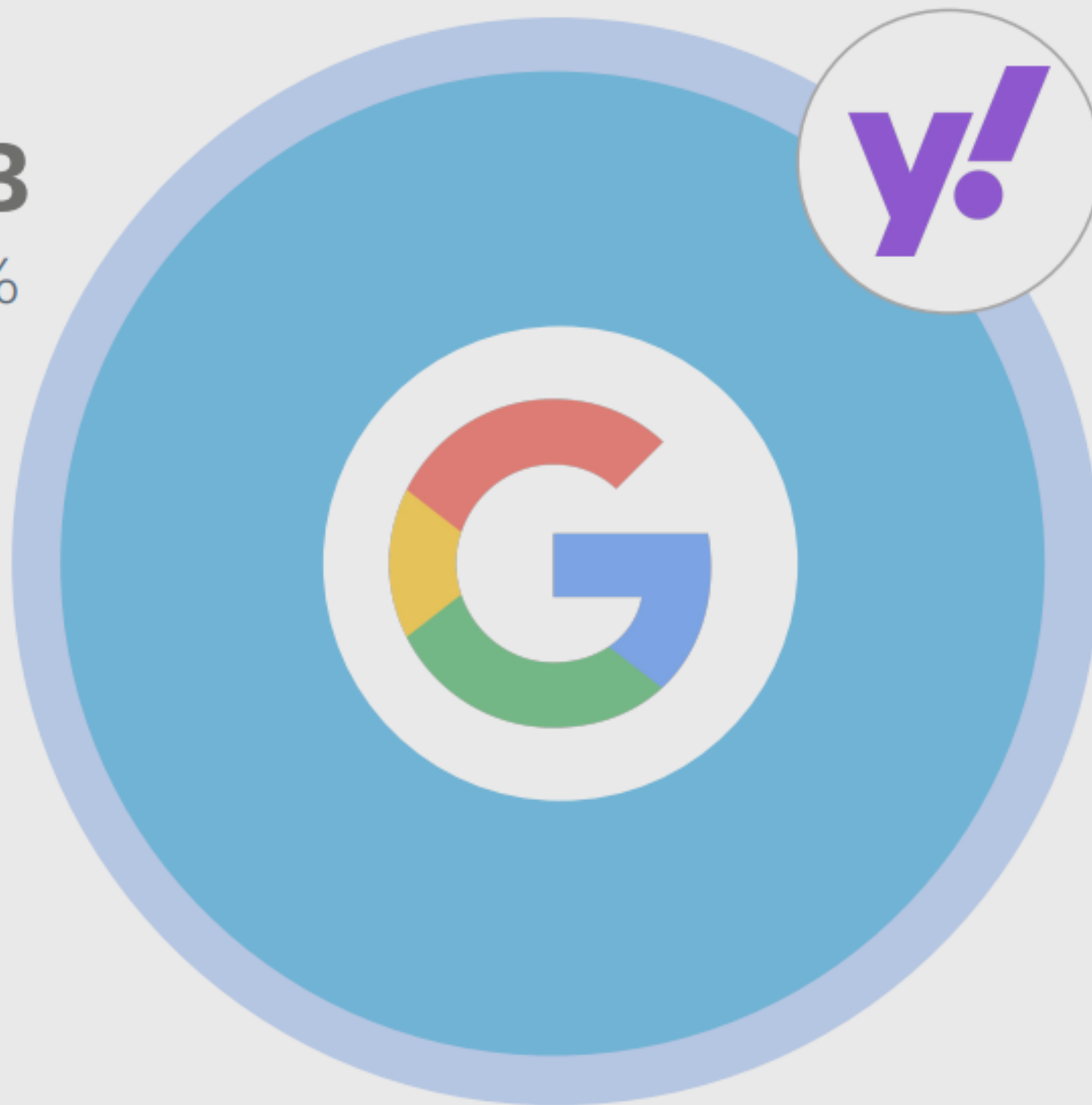
41.5B
▲ 32.65%



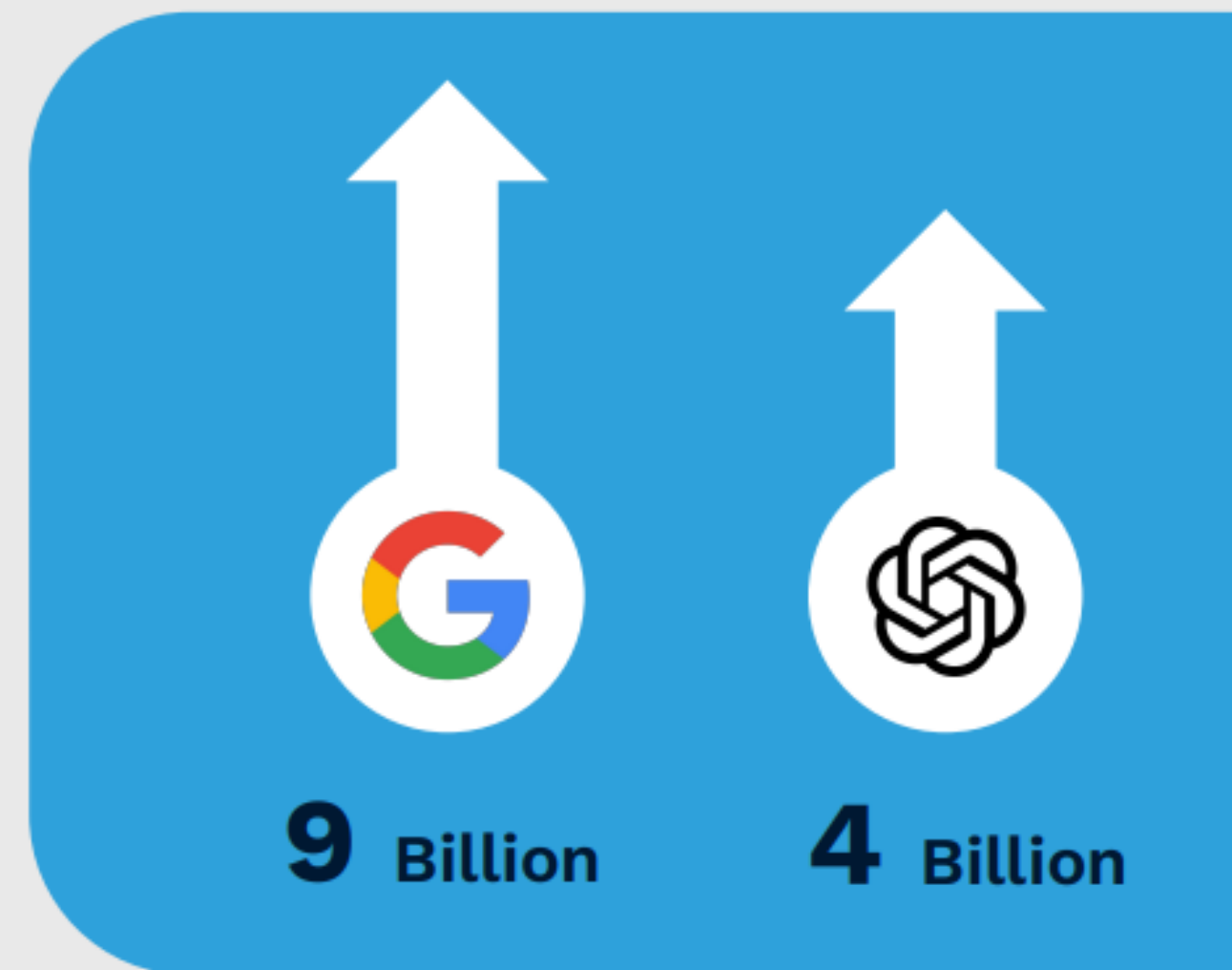
47.7B
▲ 80.92%

Some Perspective on AI

1671B
▲ 0.51%



41.5B
▲ 32.65%

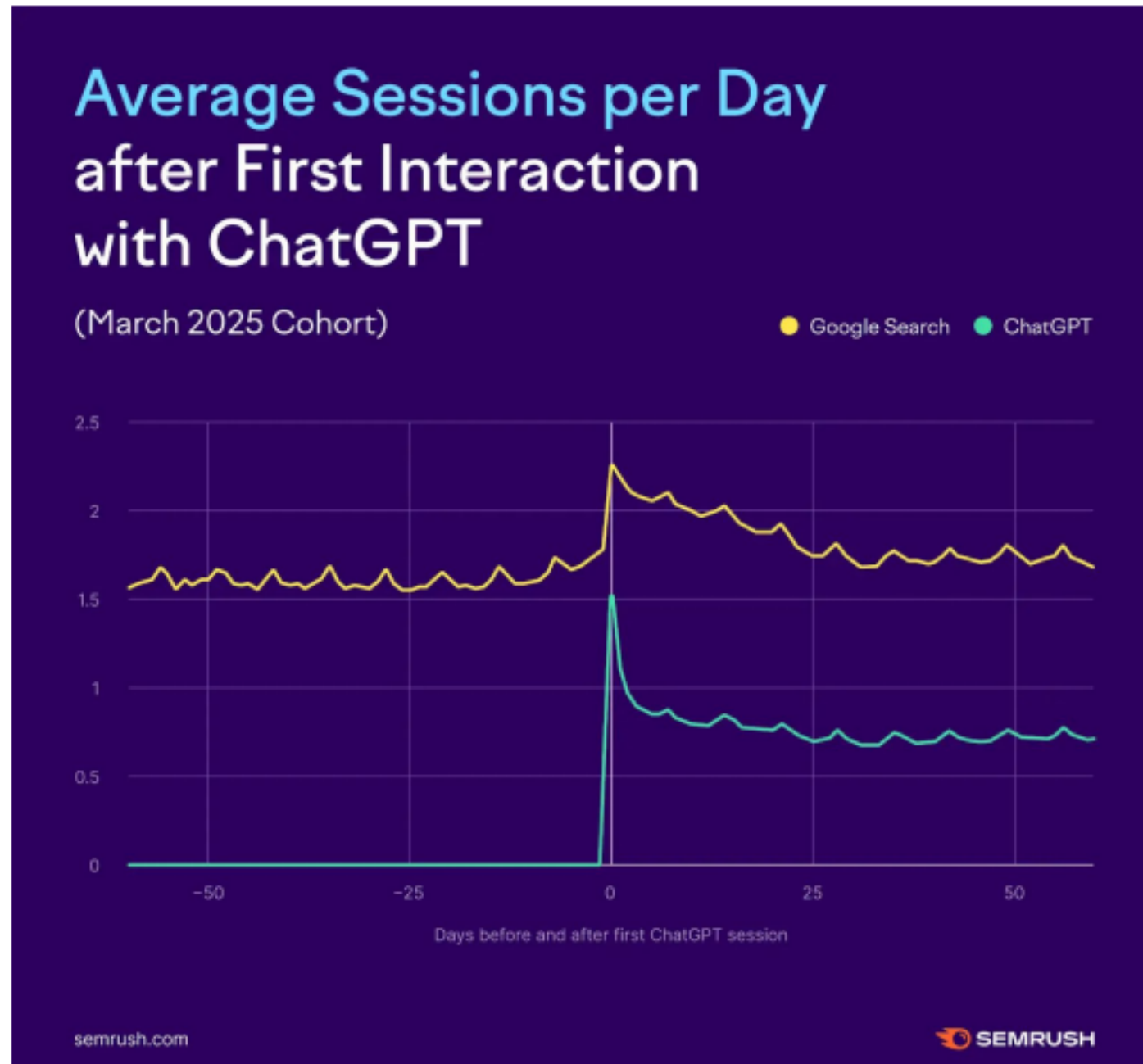


47.7B
▲ 80.92%

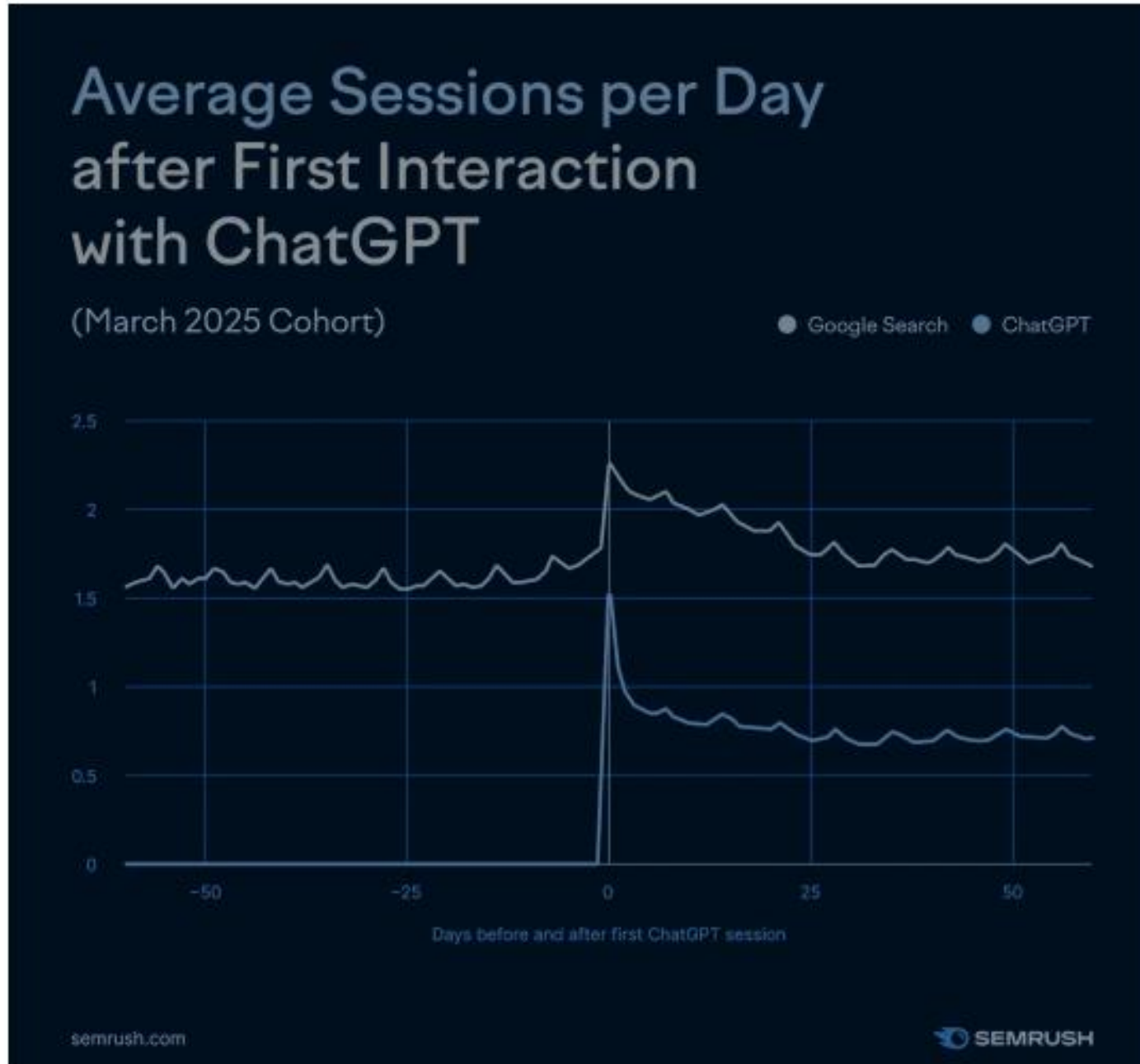
How is AI & LLM adoption

Reshaping Search Behaviour

Adoption of AI & Search Usage



Adoption of AI & Search Usage



ChatGPT Is Not Replacing Google —It's Expanding Search

	Before Using ChatGPT	After Using ChatGPT
Google Search sessions/week	10.5	12.6
ChatGPT sessions/week	0	5

semrush.com



Searches Grows, But Clicks Fall



AI Within Traditional Search

Google AI Overviews now worldwide

Include sitelinks, but these rarely clicked

Who is cited in answers:

- Glass Door
- Careers platforms
- Independent bodies
- Employers



bt project management graduate pay



AI Overview

A BT graduate Project Management Professional's average base salary is estimated at around £33,000 per year, with potential additional pay of approximately £3,000 annually, making the total estimated pay £29,000-£37,000. Starting salaries for telecommunications project managers in the UK, in general, can fall between £30,000 and £40,000.

Salary Breakdown

- Base Salary: Approximately £33,000 per year
- Additional Pay: Around £3,000 per year

[View breakdown of Pay: £29,000-£37,000 annually](#)

Show more

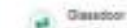
BT Group Project Manager Salaries - Glassdoor

BT Group pay FAQs: How does the salary as a Project Manager at BT Group compare with the base salary range for ...

[View Glassdoor](#)

BT Group Project Management Professional Salaries - Glassdoor

The "Most Likely Range" reflects values within the 25th and 75th percentile of all pay data available for this role. [View Glassdoor](#)



<https://www.glassdoor.co.uk/Salaries/bt-group/>

BT Group Project Manager Salaries

The estimated total pay range for a Project Manager at BT Group is £35K-£35K per year, which includes base salary and additional pay.

Missing: graduate | Show results with: graduate

People also ask

How much do graduate project managers earn?

How much do BT project managers make UK?

Does BT pay well?

Does project management pay well in the UK?

Feedback



<https://bt.com/content/students-and-graduates>

Graduates & Apprentices - Early careers - Careers | BT Plc

Find out all about our graduate & apprentice programmes where you'll have opportunity to work on exciting projects designed to make a real difference.

[BT Group](#) [Internships BT Group](#) [Apprenticeships](#)

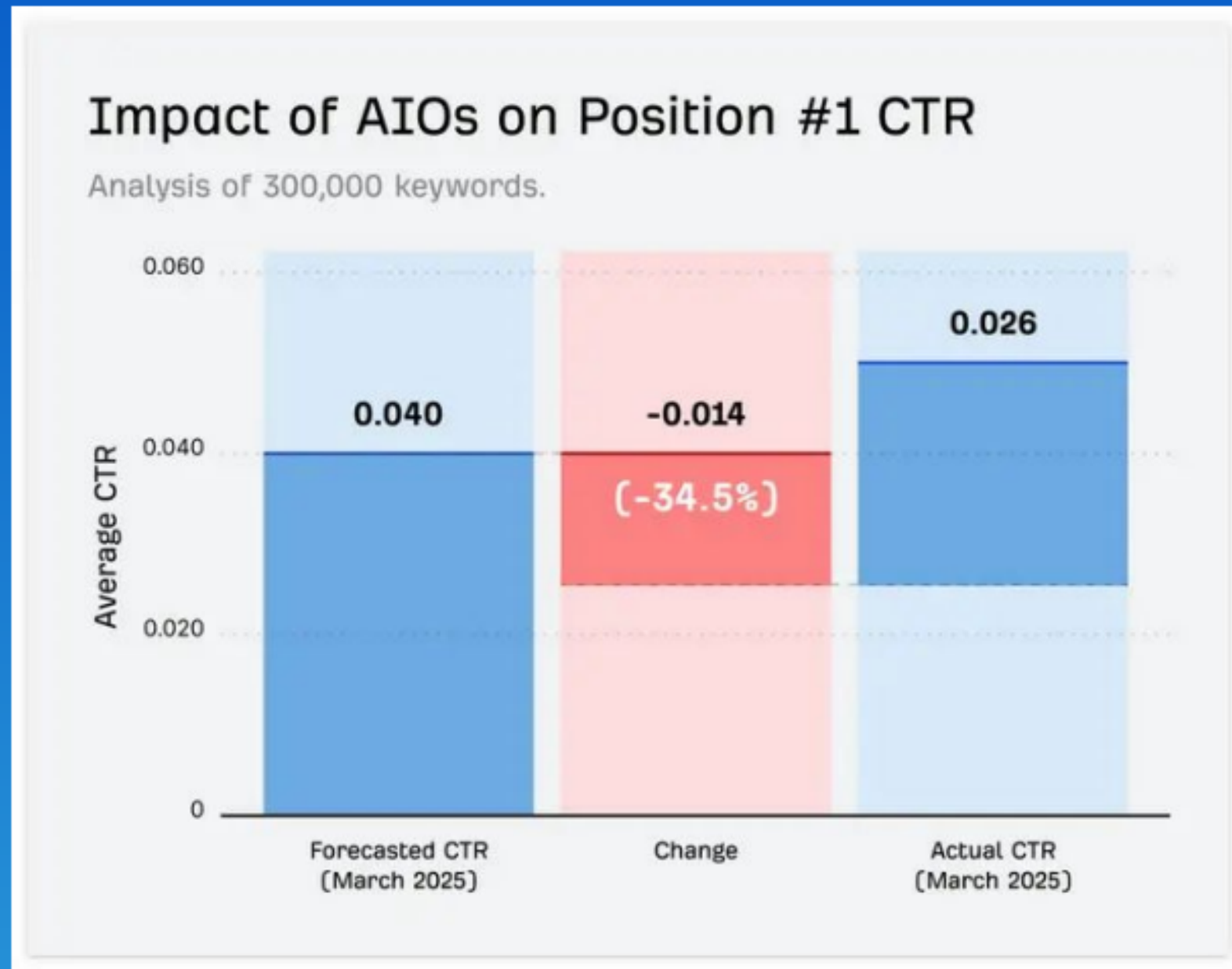


<https://bt.com/content/graduates-bt-group>

Graduates BT Group

When you join BT, you can expect so much more than a brilliant career and a competitive pay framework. We offer our employees a generous range of benefits ...

AI In Search Impact



evolved.

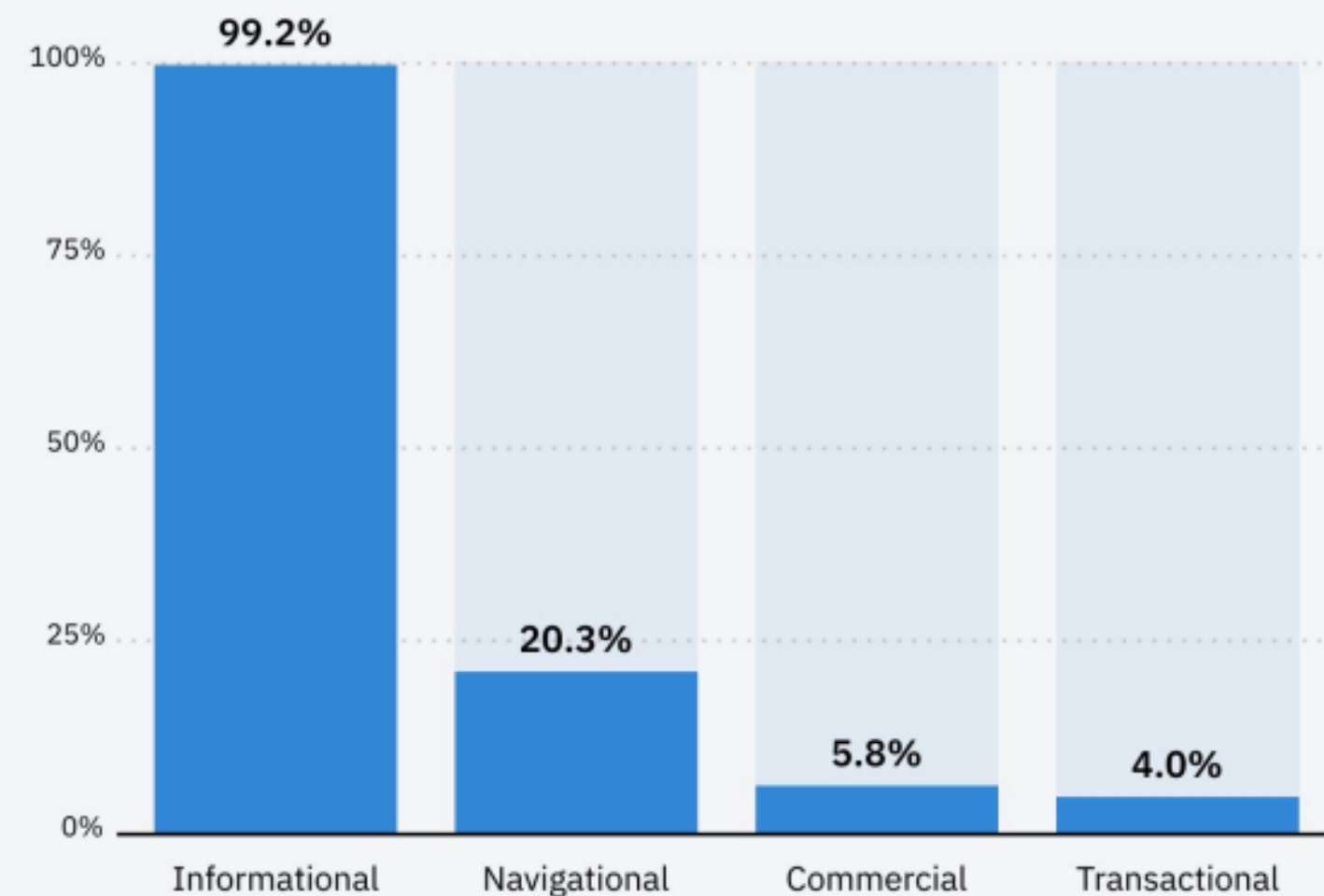
AI In Search Impact

Impact of AIOs on Position #1 CTR

Analysis of 300,000 keywords.



Search intent share: AIO keywords



evolved.

Is BT a good company to work for?

+ Tools



Chat GPT/Gemini breaks query down and goes out to search for information...

Phase 1: Broad Discovery & Employee Sentiment

BT employee reviews UK
working at BT pros and cons
BT Glassdoor reviews
BT company culture feedback
Is BT a good employer

Phase 2: Investigating Official Company Information

BT careers official site
BT employee benefits package
BT company values and mission
BT diversity and inclusion report
BT graduate and apprentice schemes

Phase 3: Deep Dive: Pay, Benefits & Management

BT salary ranges UK
BT work-life balance employee feedback
BT pension scheme details
BT management style reviews
BT career progression opportunities

Phase 4: Understanding Broader Business Context

BT restructuring news
BT job cuts UK
BT financial performance
Future of BT Group strategy
BT news layoffs

Room to Improve With LLMs

Well structured for users but lacks depth to answer complex multifaceted questions

Some example feedback

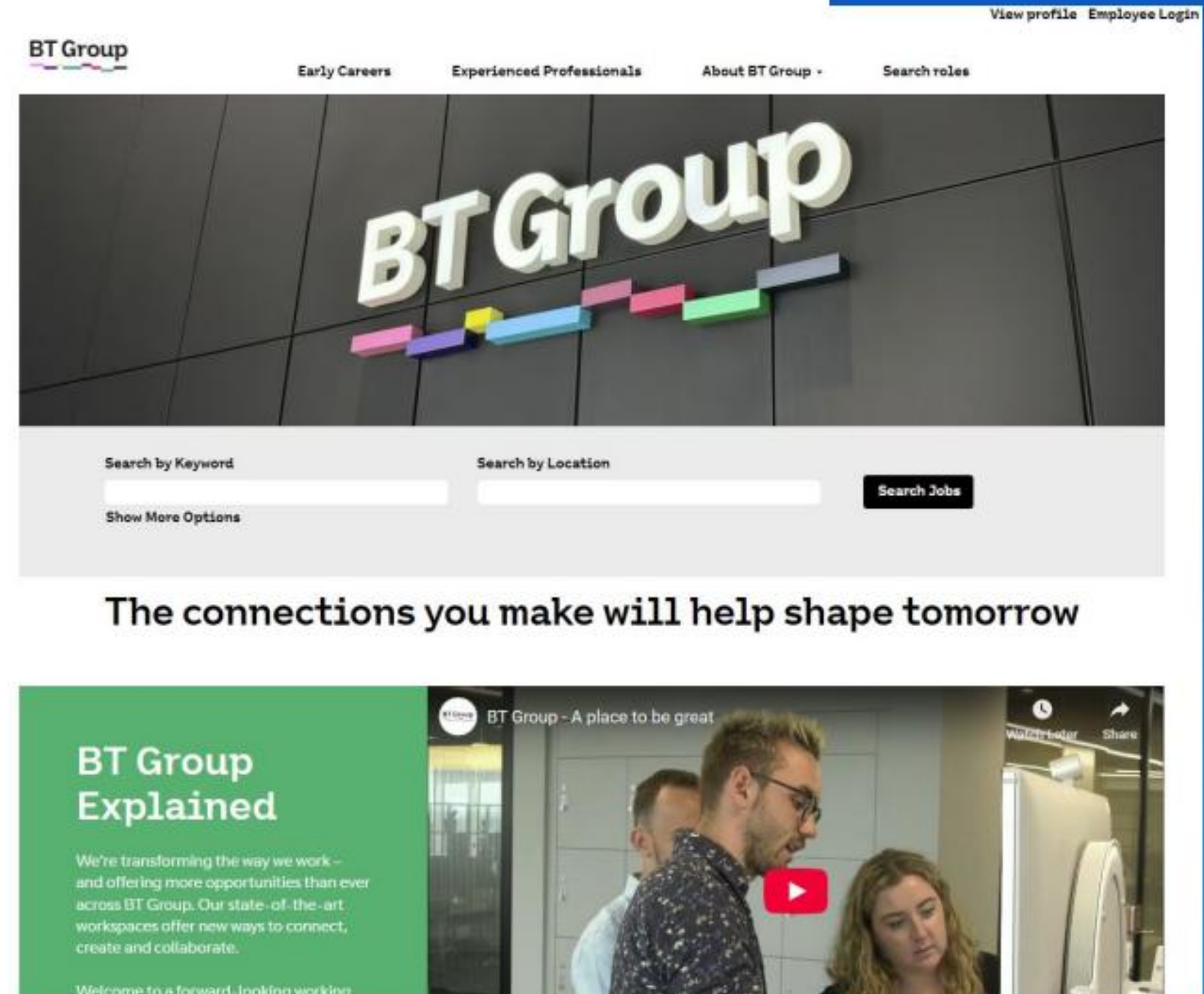
BT career progression opportunities

Mention development but provides no clear progression pathways.

BT salary ranges UK

Not available anywhere on the site

Client-side Javascript hiding content



Thank You :)

evolved.

Evolved Digital Marketing Ltd
Toffee Factory
Lower Steenberg's Yard
Newcastle upon Tyne
NE1 2DF

evolvedsearch.com
hello@evolvedsearch.com
0191 820 6880



Shona Ford
Solutions Design Lead, GTI

AI updates and innovations from GTI



Rachel Davidson
VP, People at Skyscanner

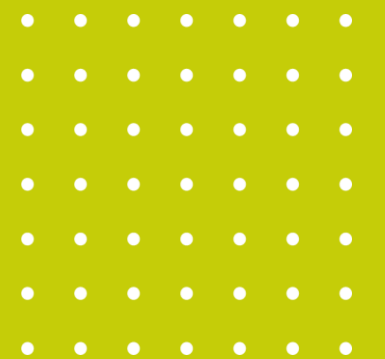
The effects of AI on workforces, early talent and future critical skills



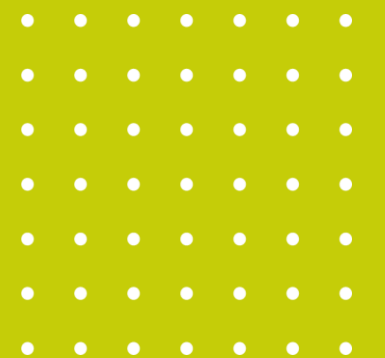
Bernard Marr
Futurist

AI, you know what it does now, but
what's coming next?

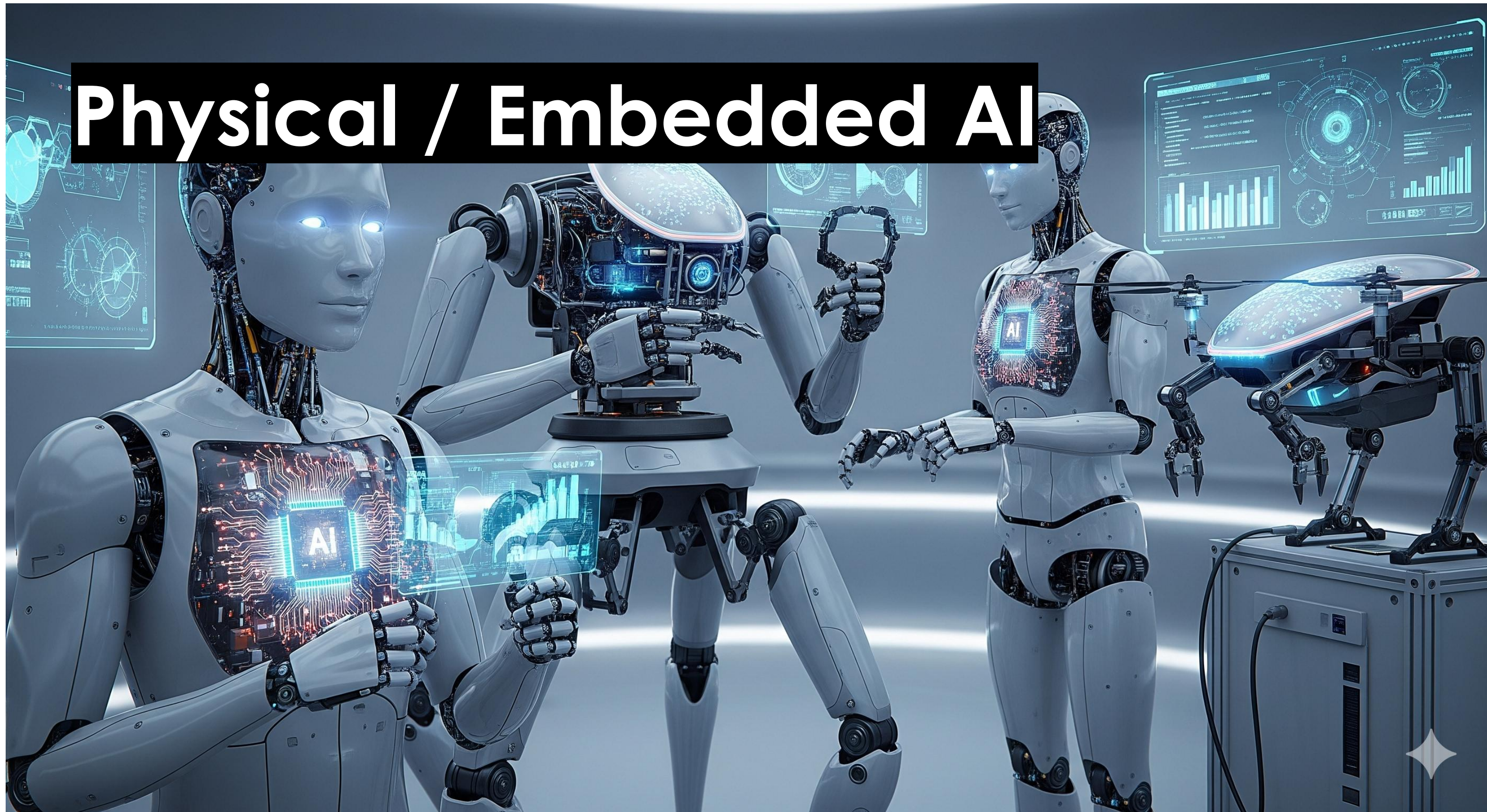
Generative AI Today



Agentic AI

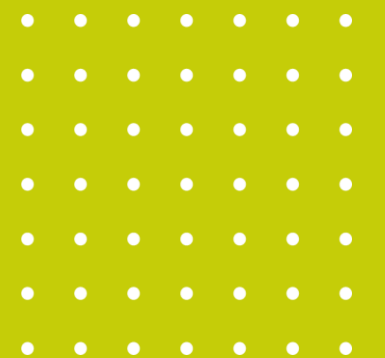
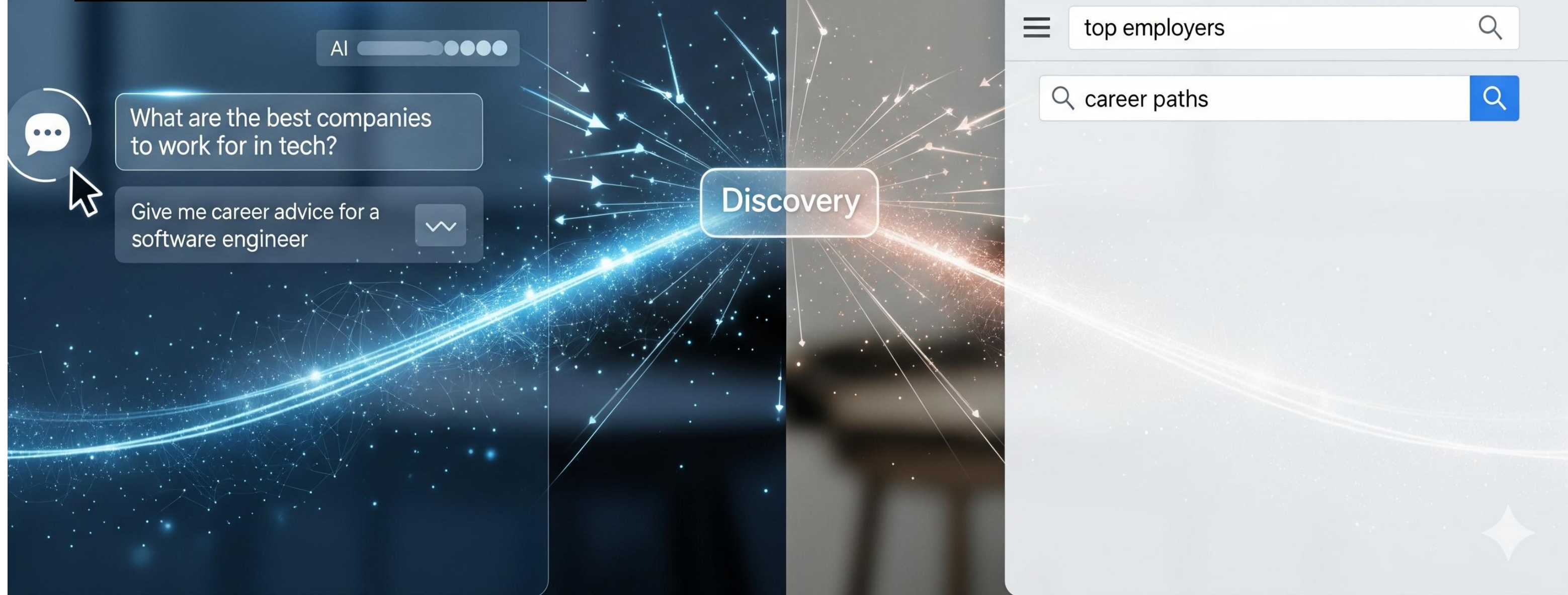


Physical / Embedded AI

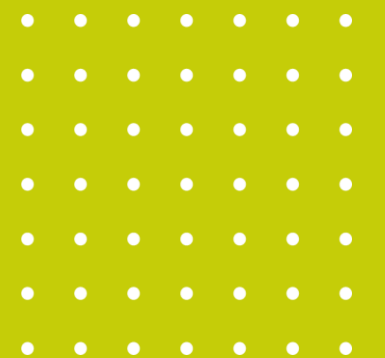




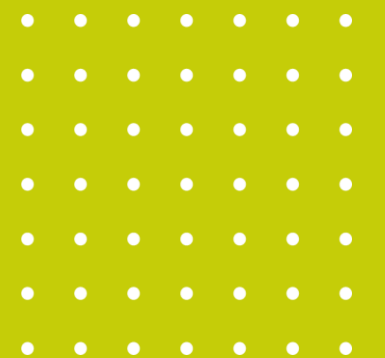
Discoverability In Age Of AI, Authenticity



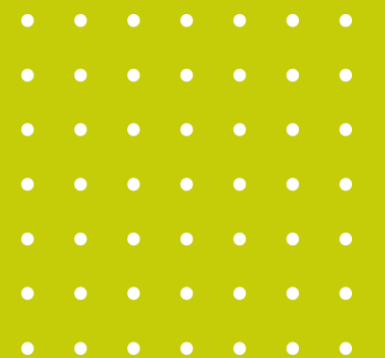
AI And An Immersive Digital World



AI, Biotech, Synthetic Biology, Material Science

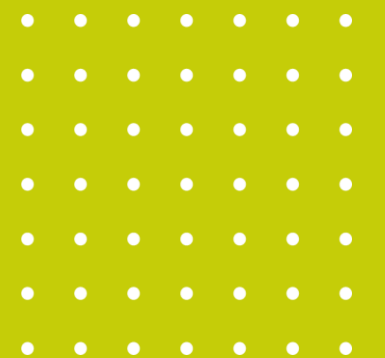
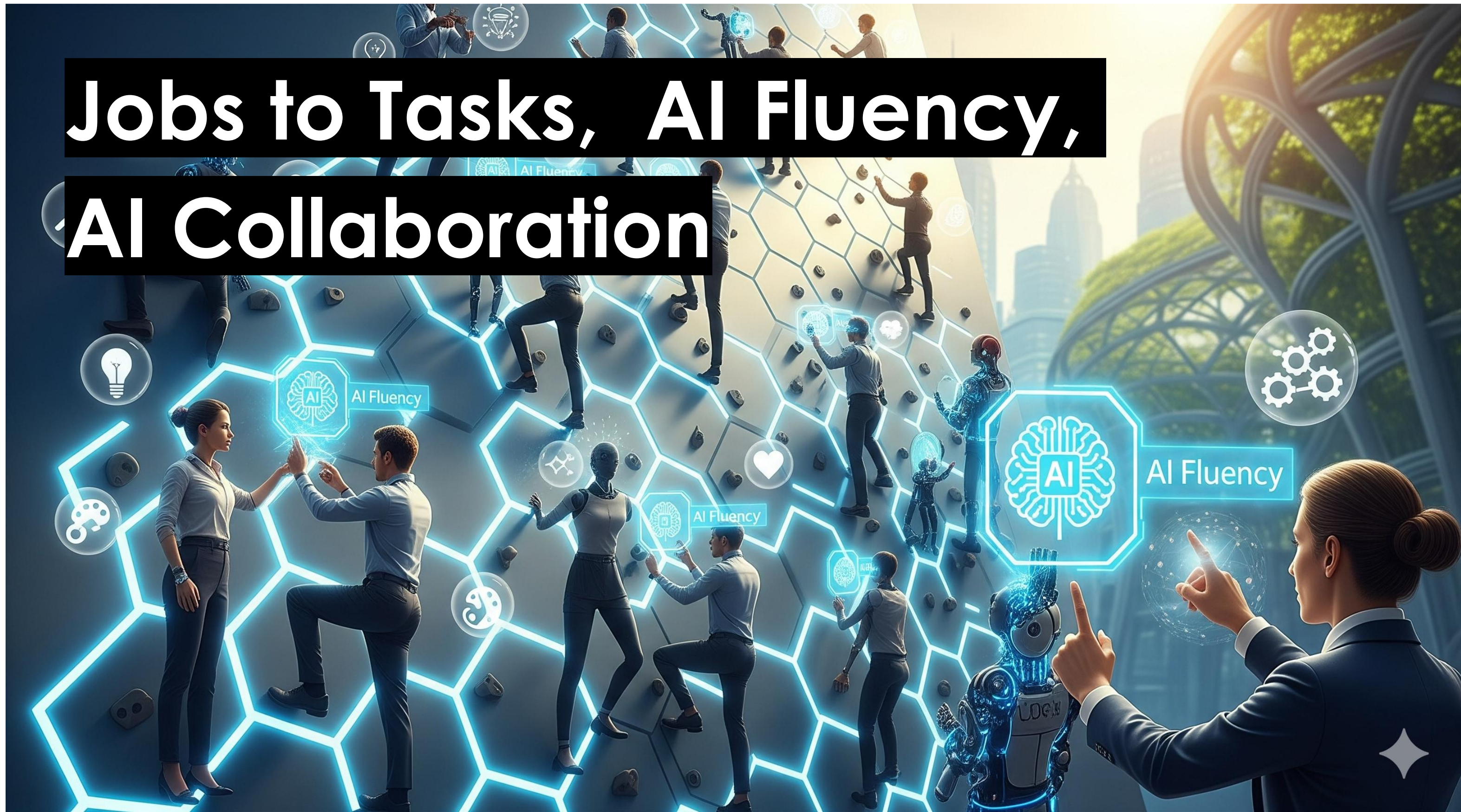


Quantum Computing & AI

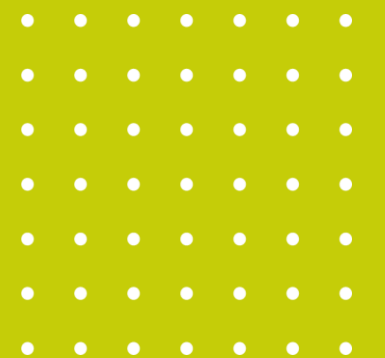
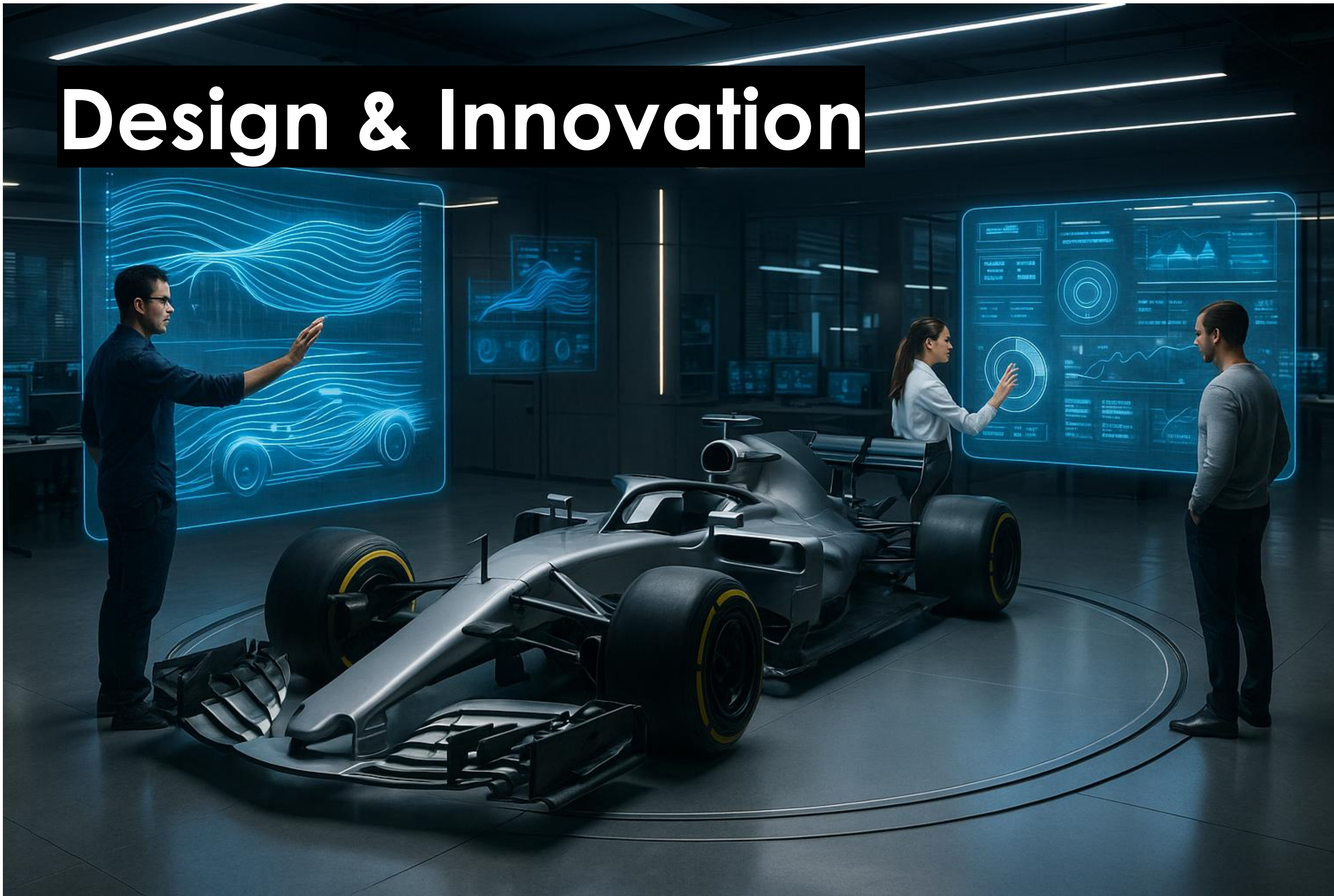




Jobs to Tasks, AI Fluency, AI Collaboration

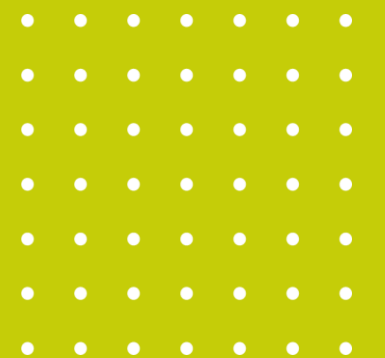


Design & Innovation

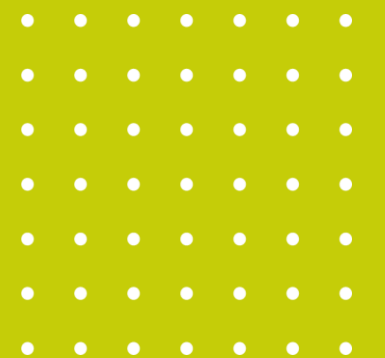




Operations Manager: Fleet of AI Agents



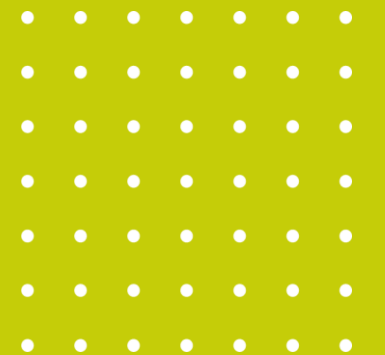
Medicine, Diagnosis, Empathy



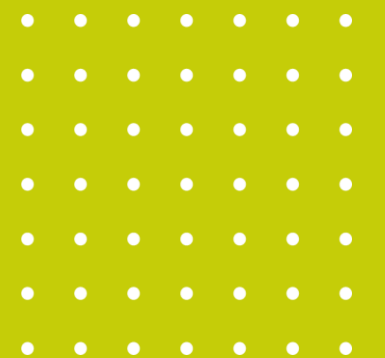
Law, Research, Trust, Judgement



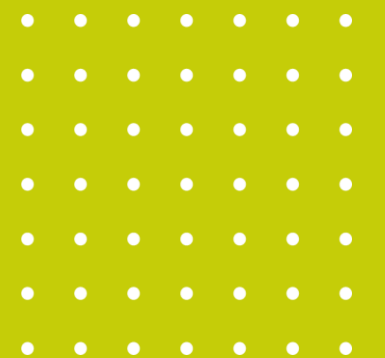
Finance, Analytics, Decision-Making

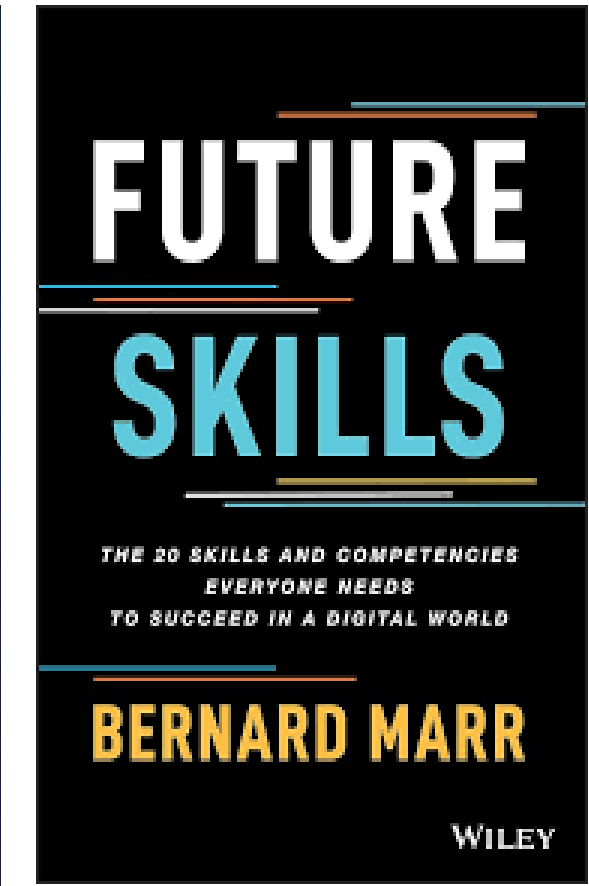
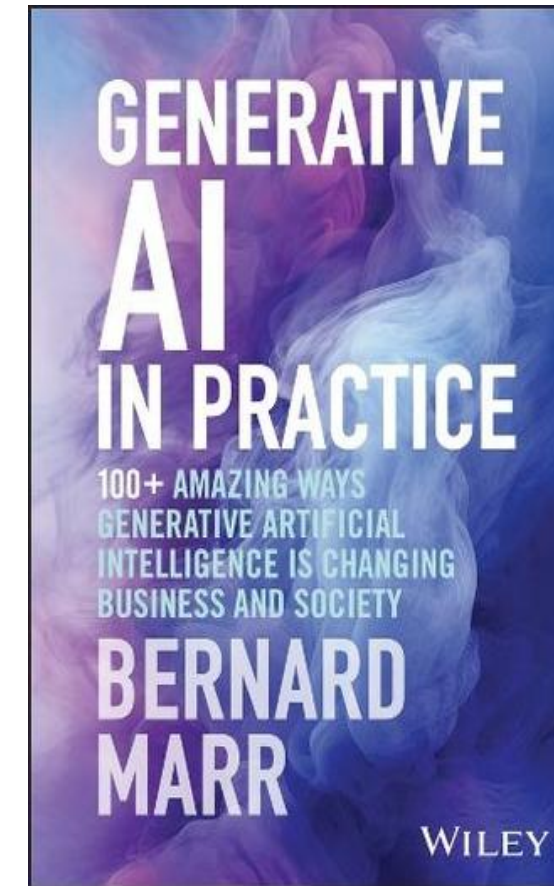


The Human Edge



Exciting Opportunities





hello@bernardmarr.com
www.bernardmarr.com



Forbes



Breakfast News November

Register Now



Thank you