



# WOMEN INTO EMPLOYMENT

Exploring the opportunities and challenges  
for ex-military personnel and spouses

10 MARCH 2021

**EVENT HIGHLIGHTS**



**1ST**

**FEMALE FOCUSED  
EVENT FOR THE OA**



**275**

**ATTENDEES**

OFFICERS, OTHER RANKS,  
SPOUSES, EMPLOYERS



**SUCCESSFUL EVENT:  
A NET PROMOTOR  
SCORE OF**

**77**

## ABOUT THE EVENT

The OA WOMEN INTO EMPLOYMENT conference is part of a campaign series addressing why **women have a lower employment rate (69%) compared to men (81%) after leaving the Armed Forces.**

Keynote presentations and panel discussions discussed the key issues and opportunities facing women as they seek to swap military life for civilian employment tackling the:

- struggle to describe skills and experiences in a way that employers understand;
- lack of confidence to apply for roles if they do not 100% fit the criteria;
- reality of balancing work life and family commitments;
- uncertainty of where they best fit in the civilian world.



“Quality of speakers was excellent with very human, pertinent, and most important, relatable content. All came across as willing to reach out and help which overall left a feeling of positivity and support.”

Bethan Canterbury -  
Army, Colonel



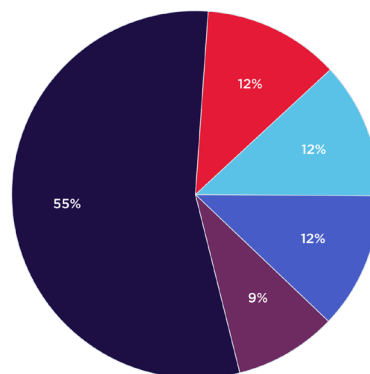
**110K**  
SOCIAL  
IMPRESSIONS

**1530**  
SOCIAL  
ENGAGEMENTS

**7K**  
EVENT PAGE  
VIEWS

## ATTENDEE FEEDBACK

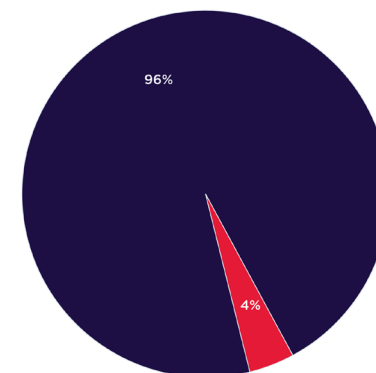
275 attendees came from varying backgrounds including commissioned officers, military personnel of other ranks, spouses, dependants, and women in business or military friendly employers.



- Military (commissioned officer)
- Military (other rank)
- Military friendly employer
- Military spouse or dependant
- Woman in business

“This was a huge step forwards in addressing the ‘double whammy’ female service leavers face and provided valuable advice, guidance, and a huge amount of inspiration too from some fantastic women and employers. Thank you.”

Harriet Rogers - RAF, Flt Lt



Was this event helpful in supporting you with your next career steps?

- Yes
- No

“This was a fantastic event. I was getting frustrated with resettlement because it seemed entirely tailored to men. Life and work is different for me because of the demands of children. To hear lots of other women not only feeling the same but still achieving successful careers was really encouraging. There were some very inspiring speakers, and I feel there are exciting options ahead. Thank you for organising this and please do another - I will recommend this event to my female colleagues.”

Eleanor Carrotte - Army, Major

## THANK YOU TO OUR SPONSORS, SPEAKERS AND SUPPORTERS

Without the support and contributions from our speakers, sponsors and military-friendly employers, the impact of our event would not have been so great.

- Sue Liburd, Blue Sage
- Dr Emma Parry, Cranfield University
- Pavita Cooper, More Difference
- Johnny Mercer, Minister for Defence, People and Veterans
- Heledd Kendrick, Recruit for Spouses
- Andi Frkovich, London Business School
- Leona Barr-Jones, Focus 7
- Sarah Morris, Compass Group
- Leonor Stjepic, Montessori Group
- Heather Benjamin, Air Ambulance UK

# Jacobs



“Excellent event - so many insights and perspectives. The key takeaway for me is how military experience and expertise are so transferable and valuable. Service leavers truly are the best ambassadors for the military!”

Marie Gleeson - NED & Former Naval Officer



## 96%

ARE LIKELY TO RECOMMEND  
SIMILAR EVENTS TO  
FRIENDS/COLLEAGUES

“We want to drive inclusion and diversity to bring better thinking and ways of doing things.”

Justin Goldberg - President,  
Defence & Security Operating Unit, Jacobs

## CONTACT US



**LAURA BLAIR**  
OA EMPLOYMENT DIRECTOR

T: 0203 761 6343

E: [l.blair@officersassociation.org.uk](mailto:l.blair@officersassociation.org.uk)



[officersassociation.org.uk](http://officersassociation.org.uk)



Officers' Association, Third Floor, 40rty Caversham  
Road, Reading RG1 7EB  
Registered Charity No: 201321  
Patron: Her Majesty The Queen  
© The Officers' Association 2021