Overcoming digital upskilling resistance

Hosted by Michele De Vito, Rinova
In conversation with Tomás Bulnes, Ballymun Job Centre

Online Masterclass 1 · 29 September 2026

Virtual Job

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Welcome

How we will work today

1

This session is recorded

Highlights of the recording will be shared with participants after the session.

2

Cameras on, if you can

It helps us feel like a group, even online. Switch it off if you don't want to be recorded.

3

Use the chat at any time

Questions, comments and examples are all welcome.

4

One shared language

English is a second language for most of us. We will speak slowly and simply.

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Agenda

Tuesday 29 September 2026 · 10.30 - 12.00 CET

10.30	Introductions
10.45	The Virtual Job Community of Practice
11.00	**In conversation with Tomás Bulnes: digitalisation needs and challenges**
11.20	Examples from your practice
11.30	Group discussion: bringing new technologies into career guidance
11.50	Evaluation and close

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Introductions

Who is in the room?

Answer three quick Zoom polls:

1. Where are you based?
2. One digital tool you use
3. One digital tool you avoid

What Virtual Job is about

The challenge

Employment counsellors across Europe are meeting AI screening tools, virtual job fairs and VR/AR environments, often without structured support or up-to-date training.

The goal

To help practitioners feel digitally prepared: able to navigate, critically evaluate and use these tools in their work.

Our approach

A Community of Practice across six countries, built on peer exchange, real practice and co-creation.

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Learning opportunities

Masterclasses

- Online and in English
- 12 sessions, September 2026 to June 2027
- Tuesdays at 10.30 CET
- Open to all members of the Community

Local sessions

- In your country and in your own language
- In person or online
- From November 2026
- Small groups trying out ideas from the masterclasses in their own practice

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Recognition for your learning

- A digital badge for every masterclass you attend.
- A certificate of completion when you attend at least 8 of the 12 masterclasses.
- Attend the sessions that matter most to your practice: every one counts towards your certificate.

Certificate of completion

8 of 12

masterclasses attended

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Community of Practice

1

Peer exchange

Knowledge is held by participants. We learn from each other.

2

Practice first

Every session starts from real situations in your work.

3

Many languages, one community

Masterclasses in English, national groups in your own language.

4

Co-creation

Topics and materials are shaped by participants as we go.

5

Commitment

The community works when everyone contributes and shares.

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In conversation with Tomás Bulnes

Digitalisation needs and challenges

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Digitalisation needs and challenges

What has changed since 2020?

Video calls, shared documents, online platforms and now AI.
How far have we come, and why does AI feel different?

What our research found

Over 100 practitioners interviewed in six countries

- AI tools such as job matching and chatbots are already part of employment services in all partner countries, as support for counsellors.
- AR is still experimental in career guidance. VR is used mainly for career exploration.
- Awareness of AI is high, but preparedness varies widely between countries.

How practitioners learn

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partner countries often rely on practitioners' self-learning and experimentation

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What's really stopping us?

- Low digital confidence
- Fear of being replaced
- Unfamiliar interfaces
- Lack of time
- Relying on IT support
- Data protection and the AI Act
- Cost of VR and AR equipment
- Tools that change too fast

Type your biggest barrier in the chat, in one word

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Examples from your practice

Now it's your turn

Share one example from your own practice: a moment when a digital tool helped a client or got in the way.

Go to menti.com and enter the code [4179-0526]
or use this link: https://www.menti.com/?code=41790526



What you shared

A moment when a digital tool helped a client, or got in the way · 19 answers from 14 participants

Applications and interviews

- Copilot to draft cover letters from a CV and job description
- A digital CV tool to tailor an application and name relevant skills
- Copilot for a professionally worded CV
- Drafting a letter of motivation
- CV analysis
- Spell-checking that is not patronising
- Tailored interview preparation and skills audits
- VR for personalised interview practice

Exploring careers and learning

- Ideas for vocational choices and possible employers
- Online profile assessments to identify suitable careers
- AMS Career Information Terminal: occupations in several languages
- FLOWS tool to highlight strengths and build confidence
- Gemini to structure a heavy learning load into short lessons and podcasts

Where it got in the way

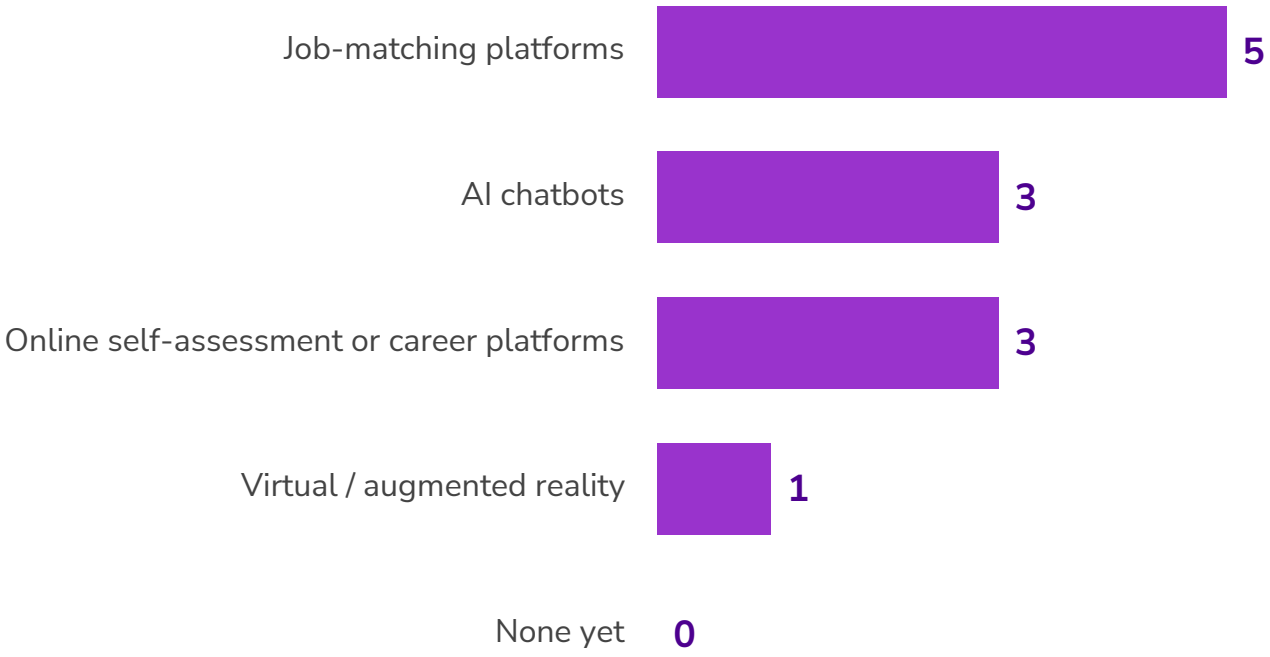
- Without proper guidance, the tool gets in the way of real action
- AI can invent words that do not exist, a risk without critical review
- No internet connection
- Building rapport with clients over Zoom during Covid

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Tools already in use

Which digital tools have you already used with clients or learners? · 12 of 15 participants answered



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have used job-matching platforms, the most common tool in the group

1 of 12

has used VR or AR with clients, in line with our research: still experimental in guidance

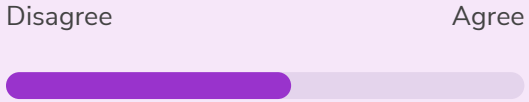
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Confidence and readiness

Average scores from 1 (strongly disagree) to 5 (strongly agree) · 10 of 15 participants answered

3.2 /5 — I feel confident introducing new digital tools to a client to support CV writing or interview preparation



3.2 /5 — I feel confident preparing a counselling session, or analysing feedback from one, with a digital tool such as AI or a customised GPT



4.4 /5 — If I had time for training, I would bring new tools and platforms into my guidance practice, daily work and reporting



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Group discussion

Bringing new technologies into Career Guidance

Let’s discuss in breakout rooms!

Group discussion

Mixed breakout rooms · 15 minutes + 5 minutes of feedback

1

Think of one client
Where could a digital step fit: before, between or during your face-to-face sessions?

2

What you would need
What would you need, from your organisation or from yourself, to try it?

3

Report back
Choose one volunteer to share one idea from your group with everyone.

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What the groups said

ROOM 1 Build rapport first

- Clients trusted FLOW tool's result (IE) more than encouraging words
- A Copilot agent, not just Google Translate, for language barriers
- Needs: training, and GDPR-safe equipment for clients
- Use tools during or after a session, once rapport is built

ROOM 2 The client must own it

- Some clients feel insecure about the role of AI in the labour market
- AI helps with CVs, motivation letters and mock interviews, popular with young people
- A CV in seconds is only useful if the client can stand behind it at interview

ROOM 3 Hesitation needs support

- Fear of losing control over what is written and how it is used
- Not enough training, and wide gaps in age and digital literacy
- Ideas: organisational funding for tools, EU resources for staff training

ROOM 4 Combine tools with activities

- The AMS job bot (AT) lets clients explore jobs in their mother tongue
- Too much text in bots: pictures of professions work better
- Discuss the pictures and let young clients bring in their own experiences

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Evaluation

Tell us how it went

Scan the code or open the link. It only takes a few minutes, and your feedback shapes the next masterclasses.

forms.gle/LHay7tLUadAR8FbP8

Next masterclasses

Tuesdays at 10.30 CET · More sessions coming in 2027

20 October

AI Tools in Action: A Practical Showcase for Guidance Practitioners

Led by LESTU

17 November

VR headsets usage for interview preparation

Led by Ballymun Job Centre

15 December

Using AI with clients: CV, motivation letters and job preparation

Led by TrimTab

Register

virtual-job.eu/masterclasses

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Thank you

See you on 20 October to talk about AI tools in Action

The handout and the highlights of the recording will be shared by email

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