



# SERVICES FOR INTERNATIONAL EDUCATION MARKETING CONFERENCE 2012

10–11 December 2012  
Midland Hotel, Manchester

Sponsored by



D.J.G. EXHIBITION FREIGHT SERVICES LIMITED

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[www.britishcouncil.org/siem](http://www.britishcouncil.org/siem)

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# SERVICES FOR INTERNATIONAL EDUCATION MARKETING

British Council Services for International Education Marketing is a global programme to support UK education institutions in their international work. Services for International Education Marketing currently operates in 37 countries, providing services for international student recruitment, market intelligence, and enabling the development of working relationships with institutions overseas.

## **Who delivers the services?**

The services are delivered through experienced teams at country level, led by senior specialist Regional Managers in five regions who ensure that the right people, products and expertise are in place to meet UK institutions' needs, and to manage development, growth or reduction of services in particular markets as the environment develops.

A personalised customer management service is provided by a team of five UK-based Account Managers, each of whom is responsible for a particular UK sector or part of a sector, as well as one of the five regions. Each Account Manager also looks after a specific group of UK institutions, guiding customers to the right people and products across the overseas markets and ensuring that these products are continuously developed through feedback.

## **How much do the services cost?**

There are no membership fees for Services for International Education Marketing. Institutions pay only for the services they use.

Three advance-payment, institutional subscription plans are available for select Education Intelligence products. For more information, please visit the team at the Education Intelligence drop-in zone located at the internet area.

Services for International Education Marketing Country staff, UK Account Managers and Regional Managers will be at the Conference and we encourage you to talk to them to find out more.

# WELCOME

## FROM JO BEALL, DIRECTOR, EDUCATION AND SOCIETY, BRITISH COUNCIL



It is with great pleasure that I welcome so many delegates from the UK higher education, further education, boarding schools and colleges sectors, as well as colleagues from partner organisations, to the first British Council Services for International Education Marketing Conference in Manchester. After a series of successful conferences under the Education UK Partnership, it was clear from consultation with delegates that they particularly value the opportunity to come together and hear different perspectives and views on international engagement across a range of education sectors. The British Council is delighted to once again be able to convene colleagues to discuss issues, trends and opportunities facing the sectors as we move to 2013 and beyond.

In many ways, the past year has been very challenging for the UK education sectors. However, there have also been many successes, as we continue to work in our own ways to maintain and build the reputation of UK education overseas. A recent British Council survey found that the UK is perceived as the safest place to study, and four UK

universities featured in the top ten of the QS World University Rankings. From a British Council perspective, we are thrilled that so many institutions have embraced the Services for International Education Marketing programme and have been keen to engage with our teams across the current 37 countries, and we certainly hope to improve on our services and offer more innovative solutions in the coming months and years. The British Council, through Services for International Education Marketing, wider programmes and co-operation with partners, continues to be committed to supporting the UK education sectors in extending international reach and partnerships.

We have an excellent programme of speakers for the 2012 Conference who will be focusing on a range of key topics, as well as more specific issues facing each of the UK education sectors. We hope you will find the plenary sessions to be thought-provoking, as well as informative.

- To open the Conference, a distinguished panel will be joining me to examine some of the key issues around international student mobility.
- Robin Bew's popular session examining global economic trends will once again provide a strong external context to the Conference.
- British Council's Education Intelligence specialist, Liz Shepherd, will be examining trends and opportunities in key and emerging markets for 2013.
- Professor Jeff Haywood will be examining the role of Massive Open Online Courses (MOOCs) and how this may change the provision of education across the globe.

We are also very pleased to have the participation of colleagues from partner organisations, such as Boarding Schools' Association, Association of Colleges, UK Higher Education International Unit, UK Border Agency and UK Trade and Investment.

In summary, I look forward to our discussions during the Conference and associated events and to shaping the international agenda for UK education in the year ahead.

**Dr Jo Beall**  
Director, Education and Society  
British Council

# CONTACT DETAILS

## UK ACCOUNT MANAGERS

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## EXHIBITIONS TEAM

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## REGIONAL MANAGERS

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# PRACTICAL MATTERS

## Security

Please wear your badge at all times when inside the Midland Hotel. As this is a public building, please do not leave your personal items unattended and please report any suspicious behaviour to a member of the Services for International Education Marketing Conference staff. Safety and emergency procedures will be outlined at the beginning of the conference.

## Car parking

The hotel does not have a private car park, however there is an NCP (chargeable) car park directly opposite the rear entrance of the hotel.

## Cloakroom

There is a cloakroom for coats and bags which will be staffed during the conference hours (closing 30 minutes after the last session each day). This will be located next to the Stanley Suite on the mezzanine level.

## Left luggage

Luggage can be left in the cloakroom or with the concierge at reception on both days of the Conference, from 08.30 on 10 December and from 09.00 on 11 December.

## Toilets

There are clearly signposted toilets next to the cloakroom. Disabled access toilets are located next to the Petersfield Room on the ground floor.

## Taxis

Taxis can be ordered at reception.

## Disabled access

There is no disabled access to the Stanley Suite. For assistance, please contact a member of staff.

## Business centre

For any photocopying or printing, please ask at reception.

## Smoking

This is a non-smoking conference. If you wish to smoke, we ask you to do so outside the building.

## Information desk

The conference information desk is located on the ground floor, at the entrance to the Auden Way.

## Proceedings

All conference presentations will be made available on the Services for International Education Marketing website ([www.britishcouncil.org/siem](http://www.britishcouncil.org/siem)) by Friday 14 December.

## Prayer room

A prayer room is available on the first floor, please ask at the conference information desk if you wish to use it.

## Catering

All catering will be halal with no pork or beef products used. Vegetarian options are also available. If you have indicated other dietary requirements on your registration, please make yourself known to catering staff.

## Education Intelligence drop-in zone

At this year's Conference we will have a drop-in zone manned by British Council staff who will be happy to show you how to make the most of the Services for International Education Marketing website, set alerts on your account, and use your subscription tools. The drop-in zone is located at the first floor internet area, outside the Derby Suite.

## Internet access

An internet area will be located on the first floor outside the Derby Suite, which will also be the site of the Education Intelligence drop-in zone. There is free Wi-Fi internet access for delegates available.

## Public telephones and mobile phones

There is no public payphone in the hotel. If you have a mobile phone, please ensure it is switched off during the sessions. Electrical sockets are located throughout the hotel and you may charge your mobile at any unused socket. Please make sure that trailing cables do not cause a trip hazard.

## Feedback

After the conference, a detailed electronic evaluation form will be sent to you to seek your views on the conference as a whole. All feedback will then be collated and included in the conference evaluation report which will be posted on the Services for International Education Marketing website and fed directly into the design of future British Council events.

## Social events

The drinks reception will take place in the Auden Way from 19.30 on Monday 10 December, followed by a three-course meal in the Alexandra Suite from 20.00. This will be followed by dancing until 01.00. The dress code for the evening will be smart or formal wear.

## Hotel address

**The Midland**  
**Peter Street, Manchester M60 2DS**  
**T +44 (0)161 236 3333**  
**F +44 (0)161 932 4100**

For satellite navigation, please use the postcode M2 3NQ to reach the hotel. To go directly to the NCP Manchester Central car park, use postcode M2 3GX.

**DON'T FORGET TO VISIT THE EDUCATION INTELLIGENCE DROP-IN ZONE TO LEARN HOW TO MAKE THE MOST OF THE SERVICES FOR INTERNATIONAL EDUCATION MARKETING WEBSITE, SET UP ALERTS ON YOUR ACCOUNT, AND MAKE BETTER USE OF THE SUBSCRIPTION TOOLS. FIND THE DROP-IN ZONE ON THE FIRST FLOOR AT THE INTERNET AREA.**

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# MIDLAND HOTEL FLOOR PLANS

## GROUND FLOOR













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## FIRST FLOOR



-  Stationery
-  Internet area and Education Intelligence drop-in zone
-  Catering and exhibitor area
-  Cloakroom
-  Men's toilets
-  Ladies' toilets
-  Disabled toilets
-  Conference information desk
-  Lifts
-  S Stairs
-  R Ramp
-  ■ ■ ■ Doorways

# SPEAKER PROFILES

## PLENARY SESSIONS

### Dr Jo Beall

Director, Education and Society  
British Council

Dr Jo Beall joined the British Council and the Executive Board in July 2011 as Director, Education and Society, reporting to the Chief Executive. Jo was formerly Deputy Vice-Chancellor, University of Cape Town with responsibility for academic matters, social responsiveness and external relations and the University's internationalisation strategy. A graduate of the London School of Economics (LSE), Jo joined the academic staff of the LSE in the early 1990s, first in the Department of Social Policy and then the Development Studies Institute, which she directed between 2004 and 2007.

During her academic career Jo has published or co-published numerous books and articles in the areas of gender and social policy, social development, local governance, cities and conflict and state fragility. Her work in the field of international development spans 20 years and has taken her to Africa, Asia and Latin America, with significant periods of research time in Afghanistan, Pakistan, India and South Africa.

Her move to the British Council signals her commitment to education and particularly higher education as a force for global, national and individual good. Jo has been a Fellow of Goodenough College since 2000, currently serves on the Council of the Overseas Development Institute and the British Academy's Area Panel for South Asia and has served the Higher Education Funding Council for England on the 2008 Research Assessment Exercise and on the current Research Excellence Framework's Panel for Anthropology and Development.

### Robin Bew

Editorial Director and Chief Economist  
Economist Intelligence Unit

Robin is one of the Economist Intelligence Unit's sharpest minds and leads its global editorial team. He is recognised for his commentary and interpretation of economic developments. He is an engaging presenter who helps business executives make sense of these developments. He draws from over a decade of experience presenting his views – and defending them – to media and business audiences, to board members and to regional management teams. He also shares his perspectives in public forums, major business summits and private client gatherings.

Robin has over 18 years' experience observing, analysing and forecasting global economic developments. Robin has overall responsibility for the Economist Intelligence Unit's editorial operations throughout the organisation, leading its internal intellectual debate.

Robin has been called upon to contribute to the strategic planning sessions of many leading Fortune 500 corporations. He has also been involved in public presentations including the Emerging Markets Summit, and the Oxford University Business Economics Programme.

Robin is often interviewed for his views and immediate reaction by radio or television media, including BBC, CNN, CNBC Europe, CNBC Asia, Bloomberg.

Robin joined the Economist Intelligence Unit, from Her Majesty's Treasury, in 1995 and became Chief Economist in 1997 and Editorial Director in 2006.

Robin's particular expertise is on risk, global economy, world business environment and the financial services industry whenever key developments happen or there are major announcements making breaking news.

### Professor Jeff Haywood

Vice-Principal Knowledge Management  
and Chief Information Officer  
The University of Edinburgh

Professor Jeff Haywood is Vice-Principal for Knowledge Management, Chief Information Officer and Librarian at the University of Edinburgh. He is responsible for the University's integrated Information Service which contains the Library, IT services and the e-learning services. He leads current major initiatives in expanding online distance education, high performance computing services, research data management and storage services, the redesign of the University website, selection of the next generation virtual learning environment, development of technology-rich study spaces, and e-assessment.

Jeff also holds the position of Professor of Education and Technology in the University's School of Education. His research interests are in the development of strategies for effective use of ICT in education at institutional, national and international levels, with a particular emphasis on understanding learner experiences.

Jeff is a member of the UK Joint Information Systems Committee (JISC) Board ([www.jisc.ac.uk](http://www.jisc.ac.uk)), its Transition Group and past Chair of the Coimbra Group Taskforce on e-learning ([www.coimbra-group.be](http://www.coimbra-group.be)). He is a Fellow of the Royal Society of Arts.

**Kerry-Anne Hoad**

Head of Education Innovation  
British Council

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Kerry-Anne Hoad is the Head of Education Innovation at the British Council.

She has a lifelong commitment to education and has taught at all levels of education from early childhood education and school education to higher education in Australia and in higher education in the UK. Kerry-Anne's research work, publications and conference presentations are in the areas of early childhood education, disability education, deafness studies and effective teaching and learning.

Prior to joining the British Council in September 2012 Kerry-Anne was with the Australian Council for Educational Research (ACER) where she was the inaugural Director of the ACER Institute which she took from a start-up to a successful business delivering unique and innovative accredited higher education courses across Australia. She was also the inaugural Director of the ACER International Institute which she established as a bespoke service for the design and delivery of high level courses for policy makers, systems officials and education managers internationally. Kerry-Anne is committed to improving quality, access, excellence and enterprise in education at all levels through the stimulation of creativity and innovation in practice and policy that is grounded in research and focused on student learning.

**Professor Keith Hoggart**

Vice-Principal International  
King's College London

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Keith Hoggart has been Vice-Principal at King's College London since 2005, where he is currently Vice-Principal International. Keith has BSc and MSc degrees from the University of Salford, and held a Commonwealth Scholarship at the University of Toronto, before returning to the UK for a PhD at King's. He is a Professor of Geography. His international experience includes periods in the US as a Fulbright Scholar at the University of Maryland and Temple University, and as Visiting Researcher at the University of California – Berkeley. He was Head of the King's Department of Geography for six years, then Head of the King's School of Social Science and Public Policy before becoming Vice-Principal. He completed the UK Cabinet Office's Top Management Programme in 2004.

Outside King's, his roles have included Secretary of the UK Conference of Heads of Geography in Higher Education Institutions, Treasurer of the Council of British Geography and Chairman of Governors for the Francis Holland Schools' Trust. He is a Trustee of the Foreign and Commonwealth Office Historical Library Collection and the Salim Habib Educational Foundation, is a member of both the Brazil and the India Advisory Groups of Universities UK, was a member of the Department of Business, Innovation and Skills' Best Practice Working Group on Outward Student International Mobility and is a member of the UK–USA Global Innovation Fund Working Group. Keith was elected a Fellow of King's College London in 2004.

**Hilary Moriarty**

National Director  
Boarding Schools' Association

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Hilary Moriarty became National Director of the Boarding Schools' Association in September 2006, having once heard the previous holder of the post describe it as 'The best job in the world!'

A graduate of Trinity College Dublin, with a postgraduate certificate in further education and a Master's in Modern English and American Literature from Leicester University, Hilary began her teaching career as a lecturer in further education. She was for seven years Deputy Head of The Red Maids' School in Bristol, at the time the oldest girls' boarding school in the country, and for six years Head of Bedgebury School in Kent.

Married with four children, two of whom boarded at two different schools, Hilary brings vivid experience of being the parent of boarders to her current post. Her two daughters were day pupils at a local independent school in Wales. She has contributed to the educational press for many years as well as writing a long-running humorous diary for a national magazine.

# SPEAKER PROFILES

## PLENARY SESSIONS (CONTINUED)

### John Mountford

International Director  
Association of Colleges

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John Mountford is Association of Colleges' (AoC) International Director, representing and supporting colleges as they develop their international work. This includes leading on the AoC's International Charter, meeting international stakeholders and policy makers and supporting a number of groups focused on international education including: UK Border Agency's Joint Educational Taskforce, Department for Business Innovation and Skills International Education Advisory Group, British Council's Skills Advisory Forum, Quality Assurance Agency for Higher Education's International Advisory Panel, UK India Business Forum and UK International Skills group. John is also a board member or representative for EUproVET, World Federation of Colleges and Polytechnics, Technical Vocational Education and Training (TVET) UK, UK Council for International Student Affairs and the Training Gateway. He has also represented colleges in the planning process for a number of key government-funded initiatives including: UK-India Education and Research Initiative (UKIERI) 2, Prime Minister's Initiative for International Education (PM12) and UK-China Partners in Education (UKCPIE).

### Liz Shepherd

Research Director, Education Intelligence  
British Council

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Elizabeth Shepherd is the British Council's Education Intelligence Research Director based in Hong Kong. Prior to joining the East Asia team she worked in the British Council office in Washington DC, managing the delivery of the UK-US New Partnership Fund establishing 31 bilateral and trilateral higher education strategic partnerships. She also organised the Realising the Potential: UK-US policy forum which brought UK and US higher education leaders to the Institute of International Education in New York, to discuss future collaborative strategies. Elizabeth joined the British Council in 2006 as part of the UK education research team. She specialises in both quantitative and qualitative research methods and has presented findings at the Australian International Education Conference (AIEC), Association of International Education Administrators (AIEA), Association of International Educators (NAFSA), ENZ and Asia Pacific Association for International Education (APAIE) conferences.

### Callista Thillou

Policy Adviser  
UK Higher Education International Unit

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Callista is a policy adviser with nearly ten years' experience working in higher education both in the UK and Australia. Prior to her current role, she was manager of the UK Higher Education European Unit and Director of Communications and Government Relations at Universities Australia. Before working in higher education, Callista was Manager of Public Relations and Policy at the Australian Medical Association's Queensland Branch. She has a Bachelor of Business from Queensland University of Technology and a Master's of Marketing Communication from the University of Canberra.

# SPEAKER PROFILES

## PARALLEL SESSIONS

### Toby Belfield

Principal  
Ruthin School

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Toby Belfield, Principal of Ruthin School, read Mathematics at Trinity College, Cambridge. He started his teaching career at Concord College, Shrewsbury and in 2001 moved to Ruthin School as Head of Mathematics. In 2004 Toby left to join Capita Education Services as a Product Manager, with responsibility for the development of the examinations software used in most secondary schools in the UK. In 2007 he was promoted to the position of Deputy Director, and was responsible for the sales, marketing, production and business development of the SIMS suite of software as used in the independent sector.

Toby returned to Ruthin School as Bursar in January 2008 and was later appointed Vice-Principal, before being appointed Principal in September 2010.

In his spare time Toby is a cathedral organist, orchestral conductor and pianist. He is married to Barbara, Bursar of Concord College.

### Dr Camille Bell-Hutchinson

Campus Registrar  
University of the West Indies,  
Mona Campus

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Dr Camille Bell-Hutchinson assumed office as Campus Registrar of the University of the West Indies, Mona Campus on 1 August 2008. The Campus Registrar is the Chief Operating Officer and as such she has overall responsibility for the Campus' administrative processes including records management, examinations, admissions and recruitment, marketing and communications and human resources.

Prior to assuming the position of Campus Registrar, Dr Bell-Hutchinson served as Lecturer in Mathematics Education, Deputy Dean (Quality Assurance) in the Faculty of Humanities and Education and Co-ordinator of the Science, Mathematics and Information Technology Centre in the School of Education. She also served on a two-year secondment as Senior Programme Officer to the Office of the Board for Undergraduate Studies at UWI, where she had responsibility for the Academic Quality Assurance portfolio for the Mona Campus.

Dr Bell-Hutchinson has been an educator since 1977 and has done extensive consultancies in several Eastern Caribbean countries in the area of mathematics education. She is a former Chief Examiner for CSEC Mathematics, a member of the Advisory Panel for CAPE Mathematics and has conducted training workshops across the region for teachers of mathematics. She has lived and worked in England and while there was an Assistant Research Officer in the then University of London Schools Examinations Board (now ULEAC) where she worked closely with several schools and colleges across England and Wales during the introduction of modular Advanced Level Examinations which were being evaluated by the Board and for which she was responsible.

### Sue Bishop

Director, Services Industries  
in Strategic Trade Group  
UK Trade and Investment

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As Director, Services Industries in Strategic Trade Group, Sue Bishop is responsible for supporting UK organisations secure business in, or from, global markets. The specific sectors include financial, professional and business services, creative industries, the experience economy, education and training, retail and luxury brands, agri-food and drink and aid-funded business.

Immediately prior to joining UKTI Sue was Deputy Director, Relationships and Programme Management, within the Regional Development Agency (RDA) Transition and Closure Directorate, having previously been responsible for the government's relationship with, and £2 billion budget for the nine English regional development agencies.

Sue returned to the Department for Business Innovation and Skills after a period of secondment in Shanghai, firstly with the Foreign Office (as British Consul General 2003–06), followed by two years with the University of Nottingham Ningbo where she was Head of the Centre for Global Finance. Sue was responsible for setting up the Centre in 2007, focusing on research in finance, with a particular emphasis on the Yangtse River Delta region. The Centre was also engaged in research into corporate social responsibility and successfully ran an executive education programme for senior Ningbo executives on behalf of the Ningbo government.

Sue graduated with a first class honours in Chinese Studies from Durham University. Having worked in business in Hong Kong for Interkiln China Operations Ltd, a ceramic engineering company with joint ventures in China, she joined the British Government in the Department for Trade and Industry in 1988.

# SPEAKER PROFILES

## PARALLEL SESSIONS (CONTINUED)

### Dr Keith Brown

Director of International Development  
Teesside University

Dr Keith Brown was appointed Director of International Development at Teesside University in October 2006. His role is to develop all aspects of the University's activities in the international arena. During his time at Teesside international numbers have increased significantly, a large part of that growth attributed to the establishment of three regional offices: Beijing; Kuala Lumpur; and Mumbai. These offices represent the University in their regions and are responsible for recruitment of students to Teesside and development of the University's collaborative provision.

Keith was Director of the International Office at the University of Sunderland. In this role he was responsible for international business development and international operations for the University including the office and partner network.

Prior to joining higher education he spent 18 years in industry in the UK specialising in operations management at a senior level in a number of large companies.

Keith graduated with first class honours in Mechanical Engineering from the University of Manchester Institute of Science and Technology (UMIST) and subsequently obtained his doctorate from Lancaster University in the field of Educational Research.

### Helen Clews

Account Co-ordinator and  
Immigration Adviser  
British Council

Helen Clews has worked for the British Council since 1992. Helen's role is to develop and manage relationships with external bodies such as the Foreign and Commonwealth Office, Home Office, UK Border Agency, UK Council for International Student Affairs (UKCISA), Association of Colleges, Universities UK (UUK), English UK, educational institutions and within the British Council in regard to visa, immigration, welfare and support issues affecting all international students.

Helen holds a Security Industry Authority (SIA) security licence, having also worked for Greater Manchester and Cheshire Special Constabulary as a Special Constable, Assistant Divisional Officer and Chief Officer and managed to combine both her roles to work on international student safety initiatives such as researching, writing and publishing 'Creating Confidence' – a personal safety guide for international students, 'Safety First' – a personal safety guide for visitors to the UK and 'Creating Confidence – International Student Safety Surveys'.

For full details of all her work in this area, please see the following web page: [www.britishcouncil.org/eumd-immigration.htm](http://www.britishcouncil.org/eumd-immigration.htm)

### Anna Esaki-Smith

Editorial Director, Education Intelligence  
British Council

Anna Esaki-Smith is Editorial Director of Education Intelligence, the British Council's international higher education research service based in Hong Kong. Previously, she was Director of Communications at EF Education First and a journalist with Newsweek and Reuters. She received an AB from Cornell University and an MS in journalism from Columbia University.

### Tracy Ferrier

Head of Skills  
British Council

Tracy Ferrier has over 17 years' experience in the skills development and professional education fields, including working in and with the public, private and charity sectors. As Head of Skills at the British Council, Tracy is the senior lead for the Council's cultural relations work in vocational education and skills. This role includes setting the strategic direction for work in this area, building new partnerships and leading the development of innovative projects and initiatives. One such initiative is the British Council's Skills for Employability programme which is delivered in about 30 countries, for which Tracy is the Project Director. Her role at the Council has enabled Tracy to meet Education Ministers and senior policy makers in a variety of countries, including Iraq and Kazakhstan. Prior to joining the Council, Tracy was Associate Director at the Mackinnon Partnership, a public policy and research consultancy specialising in the people side of economic development.



**Jazreel Goh**

Director Education Marketing, China  
British Council

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Jazreel Goh joined the British Council in China as Director Education Marketing Mainland China in June 2004. She started her career in 1994 as a Linguistics lecturer with the National University of Malaysia before joining IDP Education Australia as an education consultant in 1995.

Jazreel has worked in various organisations in Malaysia, Australia, as well as Hong Kong in the areas of international education consultancy, executive search as well as in intellectual property licensing.

She currently leads a team of 22 education marketing specialists in the British Council in China (Mainland) and is the East Asia Regional Business Development Director for British Council Services for International Education Marketing. In 2011, she set up the British Council's Education Intelligence Unit – the first e-marketing platform dedicated to international education research for the industry globally. She is a member the China European Chamber of Commerce Marketing and Media Forum as well as an Exco member of the British Chamber of Commerce Beijing.

Jazreel was born in Malaysia and after completing her secondary school in Malaysia and senior secondary school in Singapore, left for further studies in Melbourne, Australia. She graduated with a Bachelor of Arts from Monash University and was awarded the Equity and Merit Scholarship by the Australian government to undertake her Master of Arts in Applied linguistics degree.

In her spare time, Jazreel enjoys reading, travelling and hiking.

**Suchita Gokarn**

Head of Services for International  
Education Marketing, India  
British Council

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Suchita Gokarn is Head of the British Council Services for International Education Marketing team in India and is based in Mumbai.

**Dr Christopher Greenfield**

Principal  
International College Sherborne School

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Dr Christopher Greenfield is a former chairman of the British Association of International Schools and Colleges as well as a former chairman (2009–10) of the Boarding Schools' Association. He is currently Principal of the International College in Sherborne.

**Carolina Jimenez**

Head of Higher Education  
and Society, Spain  
British Council

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Carolina Jiménez graduated in Spain as a Maths teacher. She has a Master's in IT Web communication from Complutense. Before joining the British Council she worked in the Stock Market and various commercial and manufacturing companies. She has managed the Science and Society Team in the British Council Spain since 2003, including overall project management for OPENCities (a £2.5 million project focusing on internationalisation and competitiveness, engaging ten EU cities). She has been Head of Higher Education and Society at the British Council in Madrid since April 2012. Her role includes UK/Spain relations as well as representation of British Education in Spain (a country with 100 British schools).

**Nadia Kamran**

Head of Services for International  
Education Marketing, Pakistan  
British Council

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Nadia Kamran is Head of British Council Services for International Marketing in Pakistan. Her professional career encompasses 15 years of work experience in project management focusing on educational reform, leadership, citizenship, community engagement and capacity building of educational and corporate networks.

By nature, she is a true extrovert and a people's person. Her interests outside the workplace are plenty and diverse. She loves to travel and considers herself privileged to be connected to individuals from diverse cultural backgrounds. Her interests in music and art, reading and travelling fuel her desire to understand and appreciate different cultures, backgrounds, religions and ways of life.

**Pat Killingley**

Head of Higher Education  
British Council

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Pat Killingley is Head of Higher Education for the British Council. In her roles for the British Council, she has worked in the area of Education UK and student mobility, including programmes to encourage international students to study in the UK as well as UK students to take part in study and work abroad. She has worked extensively in developing and supporting international higher education partnership programmes, including UKIERI, PMI and DELPHE. She has been responsible for education policy dialogues and conferences across the world, including British Council's 'Going Global' conference. Pat is a frequent speaker and contributor at international education conferences and seminars.

# SPEAKER PROFILES

## PARALLEL SESSIONS (CONTINUED)

### Bob Lammey

Senior Director of Higher Education  
and Non-profits  
High Street Partners

Bob Lammey leads the Higher Education practice at High Street Partners (HSP), a firm that specialises in supporting universities with all legal and financial aspects of their activities abroad. Bob is a chartered accountant and joined HSP from Harvard University, where he was the Director of Global Business Compliance, responsible for overseeing the university's international programmes, US tax reporting, financial policies and internal controls.

He began his career at Ernst & Young, and has worked abroad as a financial executive in multiple countries. Bob has been invited to speak at numerous industry conferences, including past National Association of College and University Business Officers (NACUBO) conferences, National Council of University Research Administrators (NCURA), Consortium of Universities for Global Health (CUGH), University Risk Management and Insurance Association (URMIA), SRA International, National Association of College and University Attorneys (NACUA), and others. He also facilitates an ongoing international webcast series for NACUBO which kicked off in 2011.

### Dr John Law

Higher Education Adviser  
British Council

John Law is a Higher Education Adviser with the British Council, based in Manchester. John has over 25 years' experience in the higher education sector, and specialises on issues such as quality assurance, collaborative partnerships, research co-operation and internationalisation.

After graduating with a BSc in Industrial Design, from Edinburgh's Napier University, John gained several years' experience as a practising designer in the creative industries, before joining the University of Central England (UCE) in Birmingham, where in 1996 he gained his PhD in Design Management.

In 2000 he was appointed as Head of the Department of Fashion, Textiles and Three Dimensional Design at UCE, before moving to Hong Kong as the Head of Department of Design at the Hong Kong Design Institute, where he was instrumental in delivering UK undergraduate programmes with UK partner Universities.

With the British Council, John works with both the UK higher education sector and Ministries of Higher Education overseas to promote dialogue and partnership between higher education stakeholders. He is a regular contributor at international conferences.

### Zainab Malik

Research Manager Education Intelligence  
British Council

Zainab Malik is the Education Intelligence Research Manager at the British Council's Hong Kong office. Zainab previously worked as a project manager at the University of Pennsylvania, where she developed new business initiatives and conducted background analyses to inform policy recommendations. She earned her BA in Economics and International Relations from Colgate University and MS Ed. in International Education Development from the University of Pennsylvania.

### Elizabeth McCallion

Education Partnerships Manager, Canada  
British Council

Elizabeth McCallion is the Education Partnerships Manager for British Council Canada. Based in Toronto, she is responsible for promoting the UK education sector in Canada and for building links between Canadian and UK education institutions.

Elizabeth was born in Toronto. Not long after completing a Bachelor of Commerce at McGill University in Montreal she moved to London England where she lived and worked for almost ten years. She has led on a number of cross-sector projects and partnerships in a range of fields including arts and creative economies, the environment and public realm, education, employment and training, and start-up business support. While working in London she completed an MSc in Business Strategy and the Environment at Birkbeck College, University of London. She joined the British Council in June 2012.



**Mirja Shahjamal**

Head of Education, Bangladesh  
British Council

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Mirja Shahjamal is Head of Education for the British Council in Bangladesh, based in Dhaka.

**James O'Donnell**

External Funding Manager  
Cumbernauld College

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James O'Donnell is the External Funding Manager at Cumbernauld College and the current chair of the West of Scotland College's Partnership Mobility Community of Practice. He has been involved with Leonardo and Erasmus mobility since 2002 and is a member of the Mobility Management Team at the College. Cumbernauld College has been highly successful in securing funding for outward Leonardo mobility for both College students and partner organisations and in securing the Extended Erasmus Charter for the College in 2007. This has resulted in many successful outcomes for participants and in 2012 the College was awarded a Leonardo da Vinci Mobility Certificate by ECORYS in recognition of the excellent organisational capacity of the college in the management of Leonardo projects.

James also supports incoming students who come to Scotland to enhance their learning and employability and is involved in a Gruntdvig partnership project that aims to introduce new ways of working and supporting ethnic minority communities and is on the development team in a Transfer of Innovation project that will develop a mobility strategy for the management of the mobility process. This latter project incorporates promoting cultural diversity through piloting course content that will challenge prejudice and discrimination, particularly within sport – a highly topical issue at the moment.

**Joanne Purves**

Director of International Development  
Northumbria University

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Jo Purves is a graduate of Durham University (Modern Arabic Studies) and Newcastle University (MA International Studies). On graduation she started her career in television production and public relations in London. Returning to Newcastle, she became involved with some of the UK higher education's first franchise operations while working at Newcastle Business School, Northumbria University, in 1995. She subsequently moved to Durham University where she covered a variety of markets and management roles in the International Office and returned to Northumbria University in 2004 to take up the post of Director of International Development. Since then she has concentrated on the wider remit of business development, including setting up representative offices overseas, strategic partnerships with universities and private corporations and embedding customer service values in education marketing.

Jo is a graduate of the British Council/ CIM Advanced Diploma in Marketing. She has been Vice-Chair of BUILA and the elected university representative on the Operating and Executive Boards of the British Council's Education UK Partnership. She has also been a member of various committees and working groups of the Department of Business, Innovation and Skills and Universities UK.

**Vincenzo Raimo**

Director of International Office  
The University of Nottingham

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Vincenzo Raimo has spent much of his career working in international higher education most recently as Head of International Student Recruitment at The University of Nottingham and since 2007 as Director of the International Office.

**Tony Reilly**

Director Sri Lanka  
British Council

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Tony Reilly OBE is the Country Director for the British Council in Sri Lanka. Tony has worked for the British Council in several countries over the past 20 years – including Iraq, Ireland, South Africa, Turkey, Kuwait and Oman. He started his career with the British Council as an English teacher after completing a postgraduate degree in Education at the University of London's Goldsmith College.

**Kate Sedwell**

Projects and Development Manager  
Camberwell College of Art  
Chelsea College of Art and Design  
Wimbledon College of Art (CCW)  
University of the Arts London

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Kate Sedwell has over five years' experience in the development and leadership of international projects with a particular focus in Asia. Kate recently project managed the development of CCW's International Strategy which includes CCW's international student mobility programmes. Kate brings a wealth of experience in the initiation and execution of complex projects with a particular focus on enhancing student and staff experience.

# SPEAKER PROFILES

## PARALLEL SESSIONS (CONTINUED)

### Neil Shaw

Regional Adviser, Vocational Education and Training  
British Council

Neil Shaw is Regional Adviser in Vocational Education and Training (VET) for Middle East and Near East and North Africa as part of the British Council Education and Society Skills Team.

### Niroshi Siriwanasa

Manager, International Higher Education, Sri Lanka  
British Council

Niroshi Siriwanasa is the manager of International Higher Education for the British Council in Sri Lanka and manages the Internationalising Higher Education (IHE) and Services for International Education Marketing for Sri Lanka. She has worked for the British Council Sri Lanka for over seven years in different capacities. Her other interests are travelling and archery.

### Adetomi Soyinka

Project Manager, Nigeria  
British Council

Tomi Soyinka has worked with the British Council for about four years in different capacities. She has been working in her current post as the project manager for Services for International Education Marketing since April 2012. Tomi is in charge of Services for International Education Marketing services, Education UK exhibitions and other education promotional activities for Nigeria.

### Erica Thurbon

Planned Communications Manager  
UK Border Agency

Erica currently works as a Planned Communications Manager for UK Border Agency. Her role involves stakeholder engagement and planned communication activities relating to campaigns but also to reactive media. Erica has worked for the agency for 11 years in varying remits.

### Elizaveta Utolina

Partnership and Projects Manager, Russia  
British Council

Elizaveta is Partnership and Projects Manager for the British Council in Russia, and is based in Moscow.

### Kevin van Cauter

Higher Education Adviser  
British Council

Kevin is Higher Education Adviser at the British Council, where he advises on higher education policy, specialising in the areas of transnational education (TNE) and education partnerships, and is currently developing the British Council's training offer for Agents.

### Joanne Wallace

Head of International Collaboration and Partnerships  
Bradford College

Joanne started her career in the textile industry after graduating with a degree in Textile Marketing. She subsequently worked for a FMCG plc before joining University of Leeds' technology transfer company in 1990 where she established a consultancy and expert witness service and later became Head of Marketing for all the company's Strategic Business Units.

She became a Lecturer in Marketing at Bradford College's Business School in 1996, teaching on undergraduate and EDEXCEL HND programmes for 11 years. During this time she has designed and written a curriculum which has been validated by the University of Bradford, Leeds Metropolitan University and EDEXCEL, including an undergraduate degree to be delivered in Singapore. As Acting Programme Manager for HND, Overseas and Foundation programmes she managed the Pacific Rim Quality Partner project in collaboration with EDEXCEL Malaysia for a number of years. This programme supported the delivery of curriculum, assessment, quality assurance and staff development for HND Business.

Joanne was appointed to a new post of Head of International Collaboration and Partnerships at Bradford College five years ago with responsibility for cross-institutional development of both vocational and higher education partnerships. She has managed and currently manages projects and partnerships in the Far East, Middle East, Africa and South America. Recently she has had input as a consultant into a new technical vocational education and training (TVET) policy for the Ministry of Education in the Caribbean.

**Daniel Waller**

Senior lecturer in ELT, Testing and TESOL  
University of Central Lancashire

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Daniel Waller is a senior lecturer in English Language Teaching (ELT), Testing and Teaching English to Speakers of Other Languages (TESOL) in the School of Languages and International Studies at the University of Central Lancashire. He has been involved in the development of the university's English language examination operations and the creation of an English language examination board. He has worked as a consultant for the British Council in China on a programme aimed at helping teachers, teacher-researchers and text book developers produce and evaluate communicative language tests. He has also worked for other examination boards as an external expert on the Common European Framework of Reference for Languages (CEFR). He is currently doing a PhD, researching the role of discourse in defining performance in timed writing examinations at levels B2 and C1 of the CEFR.

**Yavuz Yilmazoglu**

Education Manager, Turkey  
British Council

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Yavuz Yilmazoglu is Education Manager at the British Council in Turkey. His role covers the development of strategic partnerships, policy discussions, educational market intelligence and consultancy services, management of capacity building activities and other educational services. Yavuz is also responsible for managing external relations with a wide range of bilateral audiences in Turkey and the UK, including government bodies, industry and academic institutions. His role has a focus on identifying and developing new business opportunities and partnerships through strengthening the existing relationships or developing new ones.

Yavuz is also a Mentor of the Institute of Customer Services (ICS) Professional Awards. He has a background of customer services and marketing of UK professional and educational examinations, and has professional marketing and customer services qualifications. He has an MA in International Relations EU Studies with a focus on UK's education policy and its integration in the EU and internationalising policy. He truly enjoys every aspect of internationalisation both personally and at a professional level.

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