



SERVICES FOR
**INTERNATIONAL
EDUCATION
MARKETING**
CONFERENCE 2012

10–11 December 2012
Midland Hotel, Manchester

Sponsored by



D.J.G. EXHIBITION FREIGHT SERVICES LIMITED

IELTS™

MONDAY 10 DECEMBER

FROM 8.30	REGISTRATION – MAIN FOYER	
09.30	OPENING PLENARY	
	ALEXANDRA SUITE	<p>INTERNATIONAL STUDENT MOBILITY: WHAT ARE THE GAINS AND WHAT ARE THE LOSSES?</p> <p>Chair: Dr Jo Beall, British Council</p> <p>Panel: Keith Hoggart, King's College London; Hilary Moriarty, Boarding Schools' Association; John Mountford, Association of Colleges; Callista Thillou, UK HE International Unit</p>
10.30	BREAK – AUDEN WAY	
11.00	PARALLEL SESSIONS	
	STANLEY SUITE	<p>STUDENT VISAS: LET'S TALK TIER 4</p> <p>Speakers: Erica Thurbon, UK Border Agency; Helen Clews, British Council</p> <p>Sector focus: All sectors</p> <p>This presentation will cover recent changes such as credibility testing and the tuberculosis clearance certificate requirements rollout. It will also look at some of the issues surrounding in-country and entry clearance Tier 4 visas. It will also touch on sponsorship, Tier 2 and Tier 5.</p>
	DERBY SUITE	<p>MANAGING OVERSEAS OFFICES: AVOIDING COMMON PITFALLS</p> <p>Speakers: Joanne Purves, Northumbria University; Dr Keith Brown, Teesside University; Bob Lammey, High Street Partners</p> <p>Sector focus: Higher education/further education</p> <p>Drawing on the experiences of our speakers, this session will examine common issues with opening and managing overseas offices, including legal, logistical and human resource issues.</p>
	CHESTER SUITE	<p>DELIVERING IMPACT THROUGH INTERNATIONAL SKILLS PARTNERSHIPS</p> <p>Speakers: Joanne Wallace, Bradford College; Neil Shaw, British Council</p> <p>Sector focus: Further education</p> <p>This session will focus on why and how international partnerships can further your strategic goals and deliver impact.</p>
	TRAFFORD SUITE	<p>WORKING WITH AGENTS</p> <p>Speakers: Vincenzo Raimo, The University of Nottingham; Dr Christopher Greenfield, International College Sherborne School; Kevin van Cauter, British Council</p> <p>Sector focus: All sectors</p> <p>Focusing on best practice across all education sectors when working with education agents. Agents are valuable in international student recruitment, but are we transparent enough in our dealings with agents? What should we expect of agents and how should we build our relationships with them? What is the British Council's focus when training agents?</p>
	LANCASTER SUITE	<p>WHAT INTERNATIONAL STUDENTS ARE THINKING: AN INSIDE LOOK AT STUDENT INSIGHT</p> <p>Speakers: Liz Shepherd, British Council; Anna Esaki-Smith, British Council; Zainab Malik, British Council</p> <p>Sector focus: All sectors</p> <p>The Education Intelligence team will provide a 'behind the scenes' look at their signature Student Insight series. These research reports involve quantitative analysis of data collected from a globally-distributed student survey that has so far garnered over 160,000 responses and interviews with students on the ground. Find out about student trends that have been covered in recent reports, such as perceptions regarding host destinations and a global rise in student safety concerns. In addition, there will be information about how this series came to be, how countries of focus are selected and what 'Hot Topics' reports can be expected in the future.</p>
12.00	BREAK – AUDEN WAY	

12.30	ALEXANDRA SUITE	GLOBAL ECONOMIC REVIEW Speaker: Robin Bew, Economist Intelligence Unit	This session will provide an expert perspective on the global economy. It will look at the current challenges facing the global economy, consider the prospects for 2013 and look at possible future scenarios.
13.30	LUNCH – AUDEN WAY		
14.30	ALEXANDRA SUITE	SPOTLIGHT 2013 Speaker: Liz Shepherd, British Council	Spotlight 2013 is a new research concept developed by Education Intelligence for exclusive presentation to the UK sector at the December 2012 Services for International Education Marketing Conference, with final publication in January 2013. Spotlight 2013 will focus on ten of the top recruitment markets for the UK sector: five traditional, five emerging. The research will focus on delivering detailed analysis of the existing education relationship between the UK and these countries, and how this could develop throughout the coming year. Examining the key issues and hot topics exclusive to each market, it will focus on better understanding how this issue will impact on the student recruitment potential for the UK sector.
15.30	BREAK – AUDEN WAY		
15.45	PARALLEL SESSIONS		
	STANLEY SUITE	OUTWARD STUDENT MOBILITY Speakers: Keith Hoggart, King's College London; Pat Killingley, British Council; James O'Donnell, Cumbernauld College; Kate Sedwell, University of the Arts London; Callista Thillou, UK HE International Unit	Sector focus: Higher education/further education Although UK inward mobility overshadows outward mobility when it comes to numbers, the latter is seen as increasingly important by governments and employers for the higher education and further education sectors. This session will examine different approaches to outward mobility, ways of developing outward mobility policy and programmes, and successful case studies.
	DERBY SUITE	STUDENT VISAS: LET'S TALK TIER 4 Speakers: Erica Thurbon, UK Border Agency; Helen Clews, British Council	Sector focus: All sectors This presentation will cover recent changes such as credibility testing and the tuberculosis clearance certificate requirements rollout. It will also look at some of the issues surrounding in-country and entry clearance Tier 4 visas. It will also touch on sponsorship, Tier 2 and Tier 5.
	CHESTER SUITE	SECTOR NEEDS WORKSHOP Speakers: Tracy Ferrier, British Council; John Mountford, Association of Colleges	Sector focus: Further education Join British Council representatives for a discussion on the current and future needs of the wider further education sector. This information will feed into service development and will be followed up with further engagement with the sector early in 2013.
	TRAFFORD SUITE	INCOME GENERATION FROM SOURCES OTHER THAN STUDENT RECRUITMENT Speakers: Dr John Law, British Council; Sue Bishop, UK Trade and Investment; Daniel Waller, University of Central Lancashire	Sector focus: Higher education Using the experiences of our speakers, a variety of activities will be discussed, with a focus on why and how this can support your international aims.

15.45	PARALLEL SESSIONS (CONTINUED)		
	LANCASTER SUITE	DIRECT RECRUITMENT FOR BOARDING SCHOOLS Speakers: Hilary Moriarty, Boarding Schools' Association; Toby Belfield, Ruthin School; Elizaveta Utolina, British Council	Sector focus: Boarding schools Join our panel of practitioners as they discuss the benefits of direct engagement with students and parents.
16.45	BREAK – AUDEN WAY		
17.00	CLOSING PLENARY		
	ALEXANDRA SUITE	MASSIVE OPEN ONLINE COURSES: NEW LEARNERS? NEW EDUCATION BUSINESS MODEL? OR JUST A FLASH IN THE PAN? Introduction from Kerry-Anne Hoad, British Council; Speaker: Jeff Haywood, Vice-Principal, The University of Edinburgh Closing: Dr Jo Beall, British Council	The emergence of Massive Open Online Courses (MOOCs) has created a stir in the higher education world, and the media coverage has been noticed by government departments. Much of this is due to the sound bites predicting the 'end of higher education as we know it', and predictions that they will 'tear down the barriers to entry'. This presentation will address the questions 'What are MOOCs?', 'Why such a fuss?', 'What place will they take in higher education, further education and schools, if any?', and 'Should UK universities and colleges enter this new educational arena, and what benefits and risks does that entail?'
18.00	CLOSE		
19.30	DRINKS RECEPTION – AUDEN WAY		
20.00	DINNER – ALEXANDRA SUITE		
01.00	CLOSE		

TUESDAY 11 DECEMBER

FROM 9.00	REGISTRATION – MAIN FOYER	
10.00	PARALLEL SESSIONS	
	STANLEY SUITE	<p>EUROPE: HOW TO DO BUSINESS IN HIGHER EDUCATION IN TURKEY Speaker: Yavuz Yilmazoglu, British Council</p> <p>EUROPE: VOCATIONAL EDUCATION IN SPAIN – PATHWAY TO UK HIGHER EDUCATION Speaker: Carolina Jimenez, British Council</p>
	DERBY SUITE	<p>EAST ASIA: ENSURING A POSITION FOR THE UK, OUTWARD MOBILITY – UK TO CHINA Speaker: Jazreel Goh, British Council</p>
	TRAFFORD SUITE	<p>AMERICAS: FOCUS ON CANADA Moderator: Liliana Carral, British Council Speaker: Elizabeth McCallion, British Council</p> <p>AMERICAS: COLOMBIA AND THE CARIBBEAN Speakers: Dr Camille Bell-Hutchinson, University of the West Indies, Mona Campus/Organisation of American States; Edwin Carmona, British Council</p>
11.30	BREAK – WYVERN BAR	
12.00	PARALLEL SESSIONS	
	STANLEY SUITE	<p>SOUTH ASIA: TRANSNATIONAL EDUCATION IN SRI LANKA Speakers: Nirosi Siriwanasa, British Council; Tony Reilly, British Council</p> <p>SOUTH ASIA: BANGLADESH – INTRODUCTION TO A NEW MARKET Speaker: Shahjamal Mirja, British Council</p> <p>SOUTH ASIA: PAKISTAN: CONTROLLING THE BRAIN DRAIN, TACKLING EMPLOYABILITY Speaker: Nadia Kamran, British Council</p> <p>SOUTH ASIA: AN UPDATE ON THE INDIA MARKET: OPPORTUNITIES AND ISSUES Speaker: Suchita Gokarn, British Council</p>
	DERBY SUITE	<p>AFRICA: OPPORTUNITIES IN NIGERIA AND THE WIDER SUB-SAHARAN AFRICA REGION Speaker: Adetomi Soyinka, British Council</p>
	TRAFFORD SUITE	<p>MAKING THE MOST OF YOUR EDUCATION INTELLIGENCE SUBSCRIPTION Sector focus: All sectors/higher education Speakers: Anna Esaki-Smith, British Council; Zainab Malik, British Council; Liz Shepherd, British Council This session will offer a comprehensive overview of the many components of Education Intelligence. Learn how to maximise your subscription.</p>
13.30	LUNCH – WYVERN BAR	
14.30	CLOSE	