

INTERNATIONAL EDUCATION SERVICES NOW! ONLINE FORUM - 6 JUNE 2019

The inaugural [“International Education Services Now!” online forum](#) will take place on the 6 June 2019. We are pleased to announce our programme below.

Sessions

Time	Session/Speaker
10:00am - 11:00am	Matt Durnin, Global Head of Insights & Consultancy - Global Market Update
11:30am – 12:30pm	What’s new with IES?
13:30pm – 14:30pm	Michael Peak, Head of Higher Education Systems Research, Research and Policy Insight Unit - The shape of global higher education
15:00pm – 15:30pm	Maya Frost, GREAT Britain Campaign Digital Manager - What's new with Study UK?
16:00pm – 16:30pm	Helen Clews, Immigration and External Relations (Visas) Advisor - An insight into student safety and wellbeing

Meet our Speakers

10:00am - 11:00am, Global Market Update

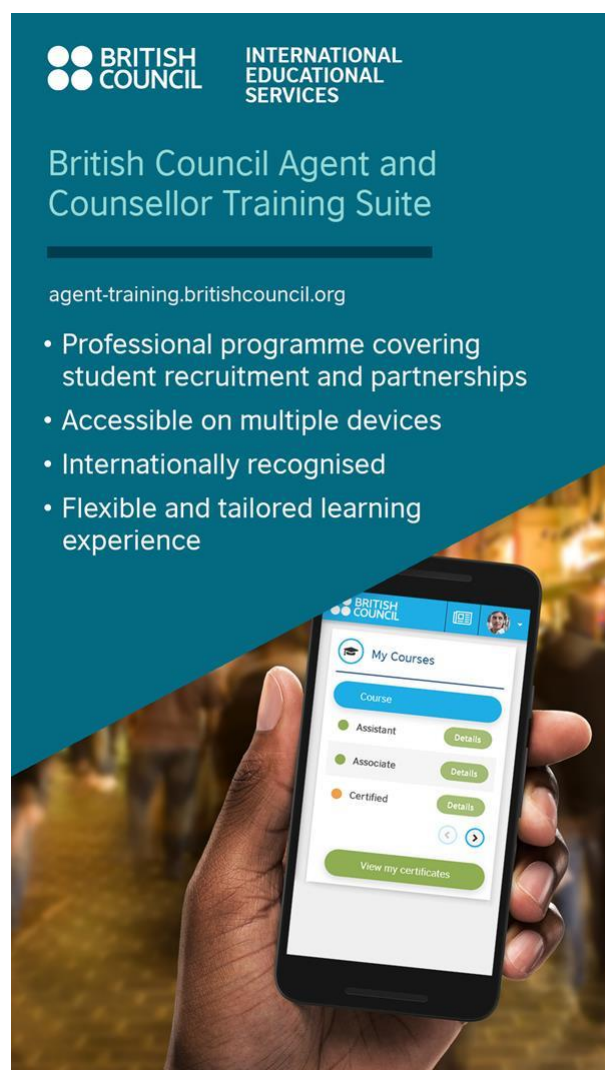
Matt Durnin, Global Head of Insights & Consultancy

Matt Durnin is Global Head of Insights & Consultancy for the British Council and specialises in the economics of international education. His team provides market analysis and business consulting services for UK higher education institutions to support their international work. Since joining the British Council in 2015, Matt has played a coordinating role in establishing more than 30 academic and research partnerships across 15 countries and has helped numerous universities form or revise their international strategies. Before joining the British Council, Matt was Chief Researcher at the Financial Times' China Confidential consulting service and previously held the post of Managing Editor at the World Security



Institute's China programme. His writings have been published by the Wall Street Journal, the Guardian, the Journal of Strategic Studies, the BBC and Times Higher Education, among others. Matt has over 12 years of work experience in China and -- on his better days -- is proficient in Mandarin.

As the 2019/2020 recruitment cycle winds down, we'll take stock of early indicators of how the UK sector has performed and take a look around the world at opportunities and challenges emerging in the coming year.



BRITISH COUNCIL INTERNATIONAL EDUCATIONAL SERVICES

British Council Agent and Counsellor Training Suite

agent-training.britishcouncil.org

- Professional programme covering student recruitment and partnerships
- Accessible on multiple devices
- Internationally recognised
- Flexible and tailored learning experience

11:30am – 12:30pm

What's new with IES?

Led by the International Education Services Global Team, we take this opportunity to update you on our new initiatives to support UK Education institutions in their international work. Highlights will include the recently launched [British Council Agent and Counsellor Training Suite](#) and the launch of the new visitor registration system for exhibitions.

Speakers:

- Stephen Farnsworth, Global Head of Education Fairs and Events
- Lee Harris, Global Head of Education Marketing Services
- Linda McCourt, Global Head of Training & Learning

13:30pm – 14:30pm, The shape of global higher education

Michael Peak, Head of Higher Education Systems Research, Research and Policy Insight Unit



Michael leads the international HE research for the Research and Policy Insight team at the British Council. He trained in research methods and statistics and has experience of researching international higher education since 2005. Michael has been integral to the inception, development and management of research projects covering different aspects of international education including surveying the motivations of prospective international students, forecasting international student mobility, and assessing the impact of TNE in participating countries.

He established the British Council's 'Shape of global higher education' study which measures and benchmarks the internationalisation activities of national systems with regard to student mobility; research collaboration; and international programme and provider mobility.

Supporting international higher education is a core part of the British Council's activities and relates strongly to our core purpose, and for several years we have been producing research to help build a greater knowledge and understanding of the international landscape for higher education.

This session will provide some background to the British Council's wider work in international HE and will focus on the latest update to "The shape of global higher education" research series. Since 2016 we have been assessing and benchmarking the level of support provided by different countries for engagement in international HE, including support for student mobility, for 'programme and provider mobility' (or TNE); and for international collaboration in research.

In addition to assessing the policy environments in 52 countries, our latest reports include analysis of trends in student mobility and research collaboration.



15:00pm – 15:30pm, What's new with Study UK?

Maya Frost, GREAT Britain Campaign Digital Manager

Study UK is a national campaign to promote UK higher education to international students. This session will provide an overview of the campaign – its target markets, interventions and successes, as well as the various ways in which HEIs can take part in the campaign: from Instagram Takeovers to Alumni videos.

Maya Frost is the Digital Marketing Manager, GREAT (Study UK) Campaign, at British

Council. Maya leads Study UK's digital marketing campaign, spanning across multiple international markets, and has transformed the campaign into a data driven, agile multi-channel campaign, contributing to its success in generating £412m in revenue since its inception in 2012.

Maya has rich experience leading award-winning digital marketing campaigns in a variety of sectors, from tourism to charity.

16:00pm – 16:30pm, An insight into student safety and wellbeing

Helen Clews, Immigration and External Relations (Visas) Advisor

Helen's role is to develop and manage relationships with external bodies such as the Foreign and Commonwealth Office, UK Visas & Immigration, UK Council for International Affairs, Department for Education and Education Institutions in regards to visa, immigration, welfare and support issues affecting international students.



Helen continues to manage and combine her roles and experience to work on international student safety forums and initiatives such as the publications Creating Confidence and Safety First - a personal safety guide for international students and Creating Confidence – comprised of International Student Safety Surveys.

Helen represents the British Council at the Education Sector Forum chaired by the Home Office and is a member of the ProtectED Advisory Board.

'If the drivers of student mobility include safety, affordability, graduate employment opportunities, student visa policies, and quality of education - what are we doing to put forward positive messages on safety, security and wellbeing?' Education sector experts predict international numbers are set to grow further. Helen will discuss experiences and offer ideas and support for international students and agents as the numbers grow.