

Policy  
Review

3<sup>rd</sup> Annual Conference

# Improving International Student Experience

## Enhancing the academic offer and overcoming obstacles

Friday 28<sup>th</sup> January 2011, Westminster Studio, London SW1P

Speakers include:

### Anne-Marie Martin

Director of the Careers Group,  
**University of London**; President,  
**Association of Graduate Careers  
Advisory Services (AGCAS)**

### Professor Elspeth Jones

International Dean and Director  
of International Recruitment,  
**Leeds Metropolitan University**

### Paul Marshall

Executive Director, **1994 Group**

### Jeremy Oppenheim

NEY&H Regional Director, **UK  
Border Agency**



Live and on-demand on [policyreview.tv](http://policyreview.tv)

The UK enjoys a good reputation in providing excellent higher education to international students and the number of Tier 4 students has increased by 35% in the year to June 2009.

But competition for international students is growing from the rest of the EU and Asia. Students expect an excellent experience in exchange for both their financial contribution and time investment. Institutions rely on international students for diversity a highly-skilled knowledge pool; as well as the financial revenue as an alternative funding stream, in a post-Browne environment.

This annual one-day conference will examine targeted marketing and student recruitment campaigns; technology to monitor applicants and their progress; as well as setting out strategies to maintain and exceed international students' expectations.

Register your place online:

[www.neilstewartassociates.com/jb291](http://www.neilstewartassociates.com/jb291)

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INTERNATIONAL INSIGHT



**Can't get to London?**  
**Attend our networking  
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Leeds Trinity University  
College, Leeds LS18 5HD

Please see inside for more details  
or visit the website

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# Agenda (subject to change)

09:00 Registration, refreshments and exhibition

## Session One:

 Available on policyreview.tv

### THE INTERNATIONAL LANDSCAPE

- 09:55 Welcome and introduction by conference chair  
**John O'Leary**, Editor, Policy Review
- 10:00 The shifting landscape of global higher education  
**Paul Marshall**, Executive Director, 1994 Group
- 10:20 Internationalisation and the student voice  
**Professor Elspeth Jones**, International Dean and Director of International Recruitment; Co-Director of CAPRI (Centre for Academic Practice and Research in Internationalisation), Leeds Metropolitan University
- 10:40 Career advice and support for overseas students  
**Anne-Marie Martin**, Director of the Careers Group, University of London; President, Association of Graduate Careers Advisory Services (AGCAS)
- 11:00 Questions, comments and discussion
- 11:20 Refreshments, networking and exhibition

## Session Three:

 Available on policyreview.tv

### SUPPORT FOR INTERNATIONAL STUDENTS

- 14:00 Support with PBS tier 4 visa applications and immigration processes  
**Jeremy Oppenheim**, NEY&H Regional Director, UK Border Agency
- 14:20 Pre-arrival support for students: development of an on-line package  
**Dr David Stevens**, Head of the International Office, University College London  
**Shelley Webster**, International Student Welfare Advisor, University College London
- 14:40 International students: managing expectations or delivering experience?  
**Tim O'Brien**, Director of Student Experience, INTO University Partnerships
- 15:00 The growth of trans-national programmes distance learning; different cultures of learning  
**Dr Dave Burnapp**, National Teaching Fellow, Northampton Business School, The University of Northampton
- 15:20 Questions, comments and discussion
- 15:30 Refreshments, networking and exhibition

## Session Two:

 Available on policyreview.tv

### QUALITY AND REPUTATION

- 11:50 Sector guidance: managing the experiences of international students  
**Dr Laura Bellingham**, Development and Enhancement Group, Quality Assurance Agency (QAA)
- 12:05 The experience of an international student  
**Christina Yan Zhang**, International Students Office, National Union of Students (NUS)
- 12:20 The international student experience: NSS student survey results  
**Sami Benyahia**, Research Director, Ipsos Mori
- 12:35 Benchmarking the global international student experience; how does the UK compare?  
**William Archer**, Director, i-graduate
- 12:50 Questions, comments and discussion
- 13:00 Buffet lunch, networking and exhibition

## Session Four:

### KEY ISSUE SEMINARS

16:00 Delegates should choose to attend one seminar from the list of four below. Seminars are designed to be interactive and participatory in nature. Places are allocated on a first come, first served basis and are subject to maximum capacities.

- 1** Establishing a student's true intent to study  
Check website for speaker updates
- 2** Digital and Social Media in International Student Recruitment  
**Ian Morgan**, Head of Education, Penna Communications  
**Richard Badley**, Director, Educate-Direct
- 3** Working with overseas agents  
**Chris Chang**, Director, Brunel International
- 4** The use of technology and support to recruit, monitor and retain overseas students  
Check website for speaker updates

16:45 Close of conference

Register online today:

[www.neilstewartassociates.com/jb291](http://www.neilstewartassociates.com/jb291) / Tel: 020 7324 4330 / Fax: 020 7490 8830

## Purpose of the Conference:

- Understand why international student experience is critical to retention and future recruitment
- Hear updates in the PBS Tier 4 visa application process and receive advice on how to give support and manage it
- Discuss the latest developments in the area of overseas marketing, competition and recruitment as well as working with education agents overseas; what are the opportunities and the pitfalls?
- Highlight the importance of preparing pre-departure information for international students
- Examine how to position your HEI in a growing, competitive market in Europe and Asia
- Examine how to address and meet the needs of students with different cultural backgrounds and address how to meet expectations of 'high standard of living' students from BRIC countries
- Explore the use of social media and using existing students and peers to provide support to new students
- Highlight the importance of effective preparation for non-english speaking students

## Who should attend:

### From higher education:

- Vice-Chancellors
- Principals
- Pro Vice-Chancellors
- Directors of:
  - > (International) Marketing
  - > (International) Communication
  - > International Strategy
  - > Finance
  - > Postgraduate Programmes
  - > Admissions
  - > International Student Advisors
- International Partnership Managers
- Heads and Managers of Student Services
- Heads of Student Experience
- Careers Advisers
- Admissions Deans
- Recruitment Officers
- Admission Officers
- Deans of Faculties/ Heads of Departments
- Heads of Policy and Programming
- Directors and Managers of Enterprise and Business Development
- Student Union Representatives

### From other sectors:

- Professional and Statutory Regulatory Bodies
- Funding and Research Councils
- Business Schools
- Trade Associations
- Corporate Recruitment and Marketing Managers
- Corporate Graduate Recruitment Managers
- Consultants for International Development
- Education Consultants
- Management Consultants

## Sponsorship and Exhibition Opportunities

This conference will attract a diverse audience of top level decision-makers and key policy professionals, from both the public and the private sector. Sponsoring or exhibiting at this event will ensure your organisation leadership positioning amongst this key target audience.

To find out more about the bespoke packages on offer please contact **Greg Keenes** on **020 7960 6856** or email **greg.keenes@neilstewartassociates.co.uk**



## Can't attend? Time poor? Diary clash?

### Attend a regional satellite conference near you

**Can't get away, can't afford the time or full cost? Need network feedback? Attend a regional satellite conference!**

- See and hear all the speakers and interact remotely
- Receive all the back-up papers and research
- Network with your peers and benchmark your own work and make contacts for follow up
- Environmentally friendly option

Attending a satellite conference costs just **£195.00 + VAT** (£229.13)\*. See the conference website for locations near you or complete this booking form.

### Host your own satellite conference:

- Become our local partner
- Policy Review works with regional and local partners to create a satellite conference featuring the live conference broadcast and debate relating to your region
- Could you benefit from hosting a satellite event?
- If you have a lecture theatre, council chamber or board room with simple internet and projection you could be our local partner

For more details contact **Paul Rushworth** on **020 7960 6845** or email **paul.rushworth@policyreview.co.uk**

## Watch online

**Keep up to date with the policy insight you need**

- Broadcast exclusively on Policy Review TV - watch the conference live or later on-demand
- Fully interactive - watch live and submit questions, just like a delegate
- Ultimate conference reporting, watch the full online presentations after the event
- Your own expert video library to keep – ideal for management and staff briefing
- Unique insight into the choices and dilemmas policy makers and managers face
- Find out how your peers are solving the policy challenges you face
- You save on travel, cost and time

The live broadcast and access to the video archive costs just **£99 + VAT** (£116.33)\*


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**Improving International  
Student Experience**  
Enhancing the academic offer  
and overcoming obstacles

Friday 28<sup>th</sup> January 2011, Westminster Studio, London SW1P

## To Register

Please photocopy this booking form for additional delegates.

Complete all relevant sections of this form and either:

 **Fax:** 020 7490 8830

 **Online:** www.neilstewartassociates.com/jb291

 **Post:** Neil Stewart Associates Ltd, 10 Greycoat Place,  
Westminster, London SW1P 1SB

Alternatively call us on **020 7324 4330** or email us at  
**customer.services@neilstewartassociates.co.uk**

## Delegate Information

jb291

Title (Mr/Ms/Dr/Prof/Other)

Full Name

Position

Organisation

Sector:  Health  Social Care  Central/Regional Government  Local Government  Education and Skills  Commercial  
 Non Departmental Public Body / Association or Membership Organisation  3rd Sector Organisation  Criminal Justice

Email

Address

Postcode

Tel No.

Direct Line? (Yes/No)

Fax No.

Training Manager

Email

I have read and agree to the terms and conditions below

Signature

**HOW TO PAY** Please tick the relevant box below

Invoice Please send an invoice to:

Purchase order number (if relevant)

Cheque I enclose a cheque for £ \_\_\_\_\_ made payable to Neil Stewart Associates Ltd

Credit Card We can accept the following credit cards:      
Please debit: £ \_\_\_\_\_ from Mastercard/Eurocard/Visa/Maestro/Delta

Card No: \_\_\_\_\_ Expiry date of card: \_\_\_\_\_

Maestro Issue No: \_\_\_\_\_

Name (as on card): \_\_\_\_\_

Issuing Bank: \_\_\_\_\_

Cardholder's address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Signature: \_\_\_\_\_

**ADDITIONAL REQUIREMENTS** Please indicate any additional requirements below

## Delegate Rates

Please select the relevant rate from the list below

### Full Rate -

Commercial Sector

**£599.00 + VAT** (£703.83)

From Jan 4 2011 + 20% VAT (£718.80)

### Reduced Rate -

Universities, Colleges, Local Authorities, Central Government  
Departments and Agencies, Non Departmental Public Bodies and  
other Public Sector Organisations

**£389.00 + VAT** (£457.08)

From Jan 4 2011 + 20% VAT (£466.80)

### Supported Rate -

Schools, Voluntary Organisations, Trade Unions

**£240.00 + VAT** (£282.00)

From Jan 4 2011 + 20% VAT (£288.00)

The above fees include all day access to the event, available  
conference papers, buffet lunch and refreshments, for registered  
delegates only. Fees do not include travel costs or accommodation.  
**Shared places are not permitted.**

## Seminar Selection

You may attend one seminar in Session Four.

Places are allocated on a first-come, first-served basis.

Please circle your choice below:

### Session Four:

Seminar 1 2 3 4

## Live viewing

I am unable to attend this event in person please register me for:

Live streaming at **£99.00 + VAT** (£116.33)

\* From Jan 4 2011 + 20% VAT (£118.80)

## Satellite conference

**£195.00 + VAT** (£229.13)

\* From Jan 4 2011 + 20% VAT (£234.00)

Leeds Trinity University College

## Terms and Conditions

This booking form constitutes a legally binding agreement. Payment must be received in full before the event. We are not responsible for the non-arrival of confirmation documents: if, by 7 days prior to the conference, you have not heard from us, contact us using the phone number on the brochure. All available conference material including documents, podcasts and in some case films are made available to delegates after the event therefore we do not accept cancellations, whole or in part. Substitutions will be accepted if notified in writing prior to the event, non-arrivals will be liable for the full fee.

All our conferences are recorded and the content is made available on www.policyreview.tv. If you do not wish to be filmed, your voice recorded or your photograph taken please email customer.services@neilstewartassociates.co.uk giving your name and the conference you will be attending.

## Data Protection

The personal information you provide will be held on a database by Neil Stewart Associates Ltd. By registering for a conference, Neil Stewart Associates and its subsidiary companies can provide you with information relating to your booking and other services via email, direct mail, telephone or fax. If you do not want to receive this information please write to the Database Manager at Neil Stewart Associates. Your details may also be made available to other carefully selected companies.  
 Please tick here if you do not wish to receive information from third parties.

## Overseas delegates

Delegates from outside the UK who book to attend an NSA conference must send their remittance in time to clear funds no later than 2 weeks before a one day conference. Bookings from overseas delegates will be subject to the cancellation policy specified on the booking form.