

**Policy  
Review**

6th Annual Conference

# Further Education & International Markets

Generating new revenue streams;  
international business development

Tuesday 7th June 2011, Westminster Studio, London SW1P

Speakers include:

**Alison Birkinshaw**

Principal, **York College**  
Chair, **FE reputation committee**

**Lowell Williams**

Principal, **Dudley College**

**Matthew Anderson**

Director, **TVET UK**

**Susan Randall**

Director Business Management  
& International Development,  
**University of Cambridge**  
**ESOL examinations**



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

The UK is perceived to provide world-class education, but will a tougher immigration policy result in a decline in the number of overseas students studying in the UK? How will 'highly trusted' colleges keep their reputation whilst stories about 'bogus' colleges are taking the upper hand?

In addition to attracting international students, how can FE export education and qualifications?

This groundbreaking conference will look at how colleges can develop new business and new ways of partnering with overseas governments, international partners and colleges abroad to provide the best training and qualifications in emerging markets.

Senior leaders responsible for international partnerships, recruitment and business development in the UK FE sector will come together to map the future of the internationalisation agenda and to discuss how FE colleges can benefit in the short, medium and long term.

For more information please visit:

[www.neilstewartassociates.com/jd248](http://www.neilstewartassociates.com/jd248)

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# Agenda (subject to change)

09:00 Registration, refreshments and exhibition

## Session One:

 Available on policyreview.tv

### Setting the scene

10:00 Welcome and introduction by conference chair  
**John O'Leary**, Editor, Times Good University Guide

10:10 Reputation of the FE sector in international markets  
**Alison Birkinshaw**, Principal, York College; Chair of FE reputation committee

10:30 Exporting the expertise of UK colleges  
**Matthew Anderson**, Director, TVET UK

10:50 Marketing and positioning to attract international students to UK Colleges  
**Miles Dibsall OBE**, Principal, Edinburgh's Telford College

**Julia Weedon**, Head of International Development, Edinburgh's Telford College (2010/11 Winner of Association of Colleges Beacon Award for International Student Support)

Questions, comments and discussion

11:20 Refreshments, networking and exhibition

## Session Two:

 Available on policyreview.tv

### The UK education sector and international markets

11:50 An update on immigration policy  
**Bharat Pamnani**, Assistant Director, Temporary Migration, UK Border Agency

12:10 New international business development  
**Lowell Williams**, Principal, Dudley College

12:30 The role of English language in international markets

**Susan Randall**, Director Business Management & International Development, University of Cambridge ESOL examinations

Questions, comments and discussion

13:00 Buffet lunch, networking and exhibition

## Session Three:

 Available on policyreview.tv

### Marketing and positioning the UK FE sector

14:00 Working with partners  
**Louise Cowcher**, Regional Adviser, Vocational Education and Training, British Council

14:10 Effective business development and student recruitment in international markets  
**Andy Nichol**, Business Development Director, Asia-Pacific, Hobsons PLC and former Director, International Development, Coventry University

14:30 UK Colleges & the corporate international market - 'Exporting UK qualifications and skills'  
**Richard Parry**, Head of Education and Skills Sector Team, UK Trade and Industry (UKTI)

14:50 Focus on Europe: increasing European interest in UK FE  
**Katherine Latta**, ECVET Coordinator, UK Naric

Questions, comments and discussion

15:20 Refreshments, networking and exhibition

## Session Four:

### Key issue seminars

15:40 Delegates should choose to attend one seminar from the list 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.

**A** Working with partners in India: a practical workshop  
**Shailja O'Leary**, International Coordinator, Faculty of Health Care & Education, Bournemouth and Poole College  
**Theresa Moore**, Faculty Manager, Faculty of Health Care & Education, Bournemouth and Poole College

**B** New international business opportunities  
**Sanjeev Ohri**, Business Development Manager, Dudley College

**C** How Government-Government partnerships could facilitate access to opportunities in India and China  
**Nick Rousseau**, Team Leader, Further Education Policy, Department for Business, Innovation and Skills (BIS)

16:30 Close of conference

Register online today:

[www.neilstewartassociates.com/jd248](http://www.neilstewartassociates.com/jd248) / Tel: 020 7324 4330 / Fax: 020 7490 8830

## Purpose of the Conference:

### This conference will:

- Set out how FE is successfully taking its skills overseas
- Examine how international organisations can help your college with marketing and setting up partnerships with governments and partners overseas?
- Set out how to deal with cultural differences and English language skills of international students who speak English as a foreign language
- Hear how you can position your institution in this challenging international market
- Discuss the international student experience, the journey to UK colleges
- Highlight strategies for the retention of international students and reporting attendance
- Hear case studies of successful international partnerships and collaborations in the Middle East and Asia
- Demonstrate how to adapt marketing and communications to international markets, align with prospectus, course information and induction/induction courses
- Hear the latest on immigration policy in attracting and recruiting students from outside the EEA
- Understand the size and potential of the market
- Understand the advantages and attractiveness of UK FE colleges and UK skills and qualifications
- Hear how you can join with others to project your offer into new markets

## Who should attend:

### From Further Education providers:

- Chief Executives and Principals
- Assistant and Deputy Principals
- Directors of International Operations/ Development
  - Directors of Strategy and Policy
  - Business Development
  - Marketing/International Marketing
  - Communications
  - Student Recruitment/ Admissions
  - Learning and Teaching
  - Curriculum
  - International Connections
  - Quality and Development
  - Student Support/Services
  - Skills and Enterprise
- European and International Co-ordinators
- International Managers
- International Student (Liaison) Officers

- Heads of Faculty
- College Secretaries and Governors
- Collaborations/ Partnerships Managers
- Exchange Co-ordinators
- Student Support Services Managers

### Other:

- Private Training Providers
- Awarding Bodies and Examination Boards
- Quality and Standards Bodies
- Professional and Trade Bodies
- International Units and Departments at Universities
- Research Units and Think Tanks
- Consultancies and Marketing Specialists

## 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. The event will also be broadcast live and on demand to a wide audience across the sector via Policy Review TV during and after the event – new digital development. Sponsoring or exhibiting at this event is ideal positioning for organisations supporting the FE sector.

To find out more about the bespoke packages on offer please contact **Linda Brouwer** on **020 7960 6850** or e-mail **[linda.brouwer@neilstewartassociates.co.uk](mailto:linda.brouwer@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, benchmark your own work and make contacts for follow up
- Environmentally friendly option

Attending a satellite conference costs just **£195.00 + VAT** (£234.00). See the conference website for locations near you or complete the booking form.

### For further information email

**[paul.rushworth@neilstewartassociates.co.uk](mailto:paul.rushworth@neilstewartassociates.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 faced by policy makers and managers
- Find out how your peers are solving the policy challenges you face
- You save on travel, cost and time

The costs of the live broadcast and access to the video archive are:

### Individual licences

**£99 + VAT** (£118.80)

### Group licences

**2-3 viewers £250.00 + VAT** (£300.00)

**4-5 viewers £350.00 + VAT** (£420.00)

**6-9 viewers £495.00 + VAT** (£594.00)

**10-20 viewers £895.00 + VAT** (£1,074.00)

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**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/jd248  
 ✉ **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**

jd248

Brochure no.

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) \_\_\_\_\_

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

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

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

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

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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** (£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** (£466.80)

**Supported Rate -**  
 Voluntary Organisations, Trade Unions  
 **£240.00 + 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 A B

**Live viewing**

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

Individual licence for live streaming at **£99.00 + VAT** (£118.80)

**Group Licences**

I would like to register for a group viewing licence:

- 2-3 viewers **£250.00 + VAT** (£300.00)
- 4-5 viewers **£350.00 + VAT** (£420.00)
- 6-9 viewers **£495.00 + VAT** (£594.00)
- 10-20 viewers **£895.00 + VAT** (£1,074.00)

**Satellite conference**

**£195.00 + VAT** (£234.00)

Check website for venue updates

**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.



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