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Broadcast National Conference

# Taught Postgraduates Competition, Marketing, Quality

Thursday 1st December 2011, Westminster Studio, London SW1

Speakers include:

## Dr David Docherty

Chief Executive, **CIHE**;  
Advisor, **Smith Postgraduate Review**

## Dr Debbie McVitty

Research and Policy Officer (Postgraduates), **NUS**

## Professor Simon Gaskell

Principal, Queen Mary,  
**University of London**

## Professor Trevor McMillan

Chair, **1994 Group Research & Enterprise Group**;  
Pro-Vice-Chancellor for Research, **Lancaster University**

## Professor Craig Mahoney

Chief Executive Officer, **Higher Education Academy**

Chaired by:

## Aaron Porter

Higher Education Consultant and Journalist

### This conference will:

- Provide a focus on new methods for **retention of taught postgraduates and initiatives to support** the conversion of undergraduate students into postgraduate study
- Help you develop the **relationship between employers and postgraduate students**, with a focus on how to **build relationships on design of content for courses**
- Offer insight into how to offer more **flexible opportunities to postgraduate students** and make the offer to prospective students more appealing as a consequence

With the Browne Review and White Paper reconfiguring undergraduate provision, the government has now reconvened a review (led by Sir Adrian Smith, Director-General, BIS) into Postgraduate provision.

This national one-day conference will bring together national policy makers and key stakeholders to share the latest insights on the postgraduate review, share best practice on the successful recruitment of taught postgraduate students, examine the international context in the postgraduate market and gain insight into how to improve the employability opportunities for postgraduate students.

For more information please visit:

[www.neilstewartassociates.com/jb318](http://www.neilstewartassociates.com/jb318)

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# Agenda (subject to change)

09:00 Registration, refreshments and exhibition

## Session One:

Available on [policyreview.tv](http://policyreview.tv)

### Setting the scene

- 10:00 Introduction and welcome from conference chair  
**Aaron Porter**, Higher Education Consultant and Journalist
- 10:10 Keynote address: A new era for postgraduate education  
**Professor Simon Gaskell**, Principal, Queen Mary, University of London
- 10:25 Competing for postgraduate students in an increasingly competitive environment  
**Professor Trevor McMillan**, Chair, 1994 Group Research and Enterprise Group; Pro-Vice-Chancellor for Research, Lancaster University
- 10:40 Linking postgraduate education with employers and developing employability skills  
**Dr David Docherty**, Chief Executive, CIHE; Advisor, Smith Postgraduate Review
- 10:55 Questions and discussion

11:15 Refreshments, networking and exhibition

## Session Two:

Available on [policyreview.tv](http://policyreview.tv)

### Understanding the student view

- 11:45 What postgraduates really want  
**Dr Debbie McVitty**, Research and Policy Officer (Postgraduates), NUS
- 12:00 A global context  
*Check website for speaker updates*
- 12:15 Understanding the national data – Postgraduate Taught Experience Survey (PTES)  
**Professor Craig Mahoney**, Chief Executive, Higher Education Academy (HEA)
- 12:30 Questions and discussion
- 12:45 Buffet lunch, networking and exhibition

## Session Three:

### Future opportunities and successful marketing

- 13:45 Successful postgraduate recruitment in a changing environment  
**Richard Taylor**, Director of Corporate Affairs and Planning, University of Leicester
- 14:00 Reviewing the future information needs of taught postgraduates  
**William Locke**, Head of Learning and Teaching, Higher Education Funding Council for England (HEFCE)
- 14:15 Learning from the private sector  
**Carl Lygo**, Chief Executive, BPP Holdings plc; Principal, BPP University College
- 14:30 Questions and discussion
- 14:45 Refreshments, networking and exhibition

## Session Four:

### In-depth Seminars

15:15 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.

- 1** Successful application process  
**Kate Butland**, Head of Postgraduate Services, UCAS
- 2** An effective marketing campaign  
**Donald McLeod**, HEERA Chairman; Head of Corporate Marketing, University of Hertfordshire
- 3** Utilising research facilities  
**Christopher Pressler**, Director of Senate House Libraries, University of London; Member, RLUK

16:15 Close of conference

All delegates receive free post-event access to filmed plenary sessions

Register online today:

[www.neilstewartassociates.com/jb318](http://www.neilstewartassociates.com/jb318) / Tel: 020 7324 4330 / Fax: 020 7490 8830

## Purpose of the Conference

The importance of understanding the postgraduate market is economically critical for colleges and universities, particularly in a time of great change for the higher education sector. The impact of changes in undergraduate funding, the growth of the private sector and an HE White Paper which will change the shape of the sector will all have an impact on competition in postgraduate provision. The White Paper also instigated a review of the links between university and industry to be led by Sir Tim Wilson, for which postgraduate provision plays a vital role.

With Sir Adrian Smith's BIS review also reconvened, this is the time to keep on top of the key national developments, and understand the responses that universities and colleges are making.

The conference will examine what the new landscape will look like, including greater part-time provision, and what the increased presence from the private sector will mean for the future shape, size and distribution of the postgraduate market.

An essential benchmarking conference for everyone working in the recruitment, retention, design, marketing or financing of postgraduate taught courses and working with employers' bodies and industries to match the content to create greater employability.

## Who should attend:

### From higher education institutions:

- Vice-Chancellors and Taught Research Pro-Vice-Chancellors
- Principals and Directors of Colleges of Higher Education
- Faculty Deans and Directors
- Directors of Postgraduate Programmes
- Directors and Managers of Marketing and Recruitment
- Finance Directors and Managers
- Postgraduate Liaison Officers
- Postgraduate Admissions Tutors
- College and University Postgraduate Advisors
- Postgraduate Administrators
- Curriculum Managers
- Policy Staff and Advisors
- Students' Union Officers and Staff
- Student Relations Managers
- Heads of International Offices

### From the wider education sector:

- Research Council
- Research bodies
- Statutory bodies in higher education
- Higher education marketing bodies
- Sector skills councils
- Heads of Continuing/Professional Education

### From public and private sector:

- Directors of HR
- Directors of Training
- Graduate Recruiters
- Professional bodies
- Capital Grant and Capital Bodies
- Industrial funders of research
- Directors of Research and Training

### The conference would also be of benefit to:

- Education consultants
- Higher Education service companies
- Central Government departments and civil servants
- Researchers

## 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 **Paul Rushworth** on **020 7960 6845** or e-mail [paul.rushworth@neilstewartassociates.co.uk](mailto:paul.rushworth@neilstewartassociates.co.uk)



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**10-19 viewers £79.00 + VAT (£94.80)**

**20-29 viewers £65.00 + VAT (£78.00)**

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Thursday 1st December 2011, Westminster Studio, London SW1

## 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/jb318](http://www.neilstewartassociates.com/jb318)

**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

jb318

Brochure no.

web

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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

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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

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