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Improving the International **Student Experience:**

Attracting and retaining international students in an increasingly competitive international market

Tuesday 17th January 2012, Westminster Studio, London SW1P



Speakers include:

Professor Colin Riordan

Vice-Chancellor, University of Essex; Chair, **UUK International Policy Network**

Professor Paul Weblev

Director & Principal, School of Oriental and African Studies (SOAS); Chair, UK Council for International Student Affairs (UKCISA)

Dr Jo Beall

Director, Education and Society; Executive Board Member, British Council

Dr Joanna Newman

Director, UK Higher Education **International Unit**

Christina Yan Zhang

International Students' Officer, **National Union of Students (NUS)**

Jeremy Oppenheim

National Lead - Temporary Migration, **UK Border Agency (UKBA)**

The UK retains a substantial reputation for attracting and retaining international students from across the globe. However, recent policy changes to international student visa regulations in the UK, and emerging challenges from key competitors teaching in English, particularly in the United States, Australia and Europe, mean that the environment for international student recruitment in the UK faces a tough period ahead in order to grow student numbers.

This national broadcast conference will bring together policy and practice presentations from national policy makers and key stakeholders to consider the impact of recent policy changes, particularly in relation to international student visa regulations. We will share best practice on the successful recruitment and retention of international students, examine developing internationalisation strategies in universities and colleges, and explore how to maintain and exceed international students' expectations.

For more information please visit:

www.neilstewartassociates.com/jb315





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Agenda (subject to change)

All delegates receive filmed plenary sessions

09:00 Registration, refreshments and exhibition

Session One:



The international landscape

09:50 Introduction and welcome
Aaron Porter, Higher Education Consultant and Journalist

10:00 Keynote address: The changing landscape for international student recruitment

Professor Paul Webley, Director and Principal, School of Oriental and African Studies (SOAS); Chair, UK Council for International Student Affairs (UKCISA)

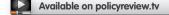
10:15 Promoting UK higher education to an international audience
 Dr Joanna Newman, Director, UK Higher Education International Unit

10:30 Responding to the impact of Tier 4 changes for UK universities
Professor Colin Riordan, Vice-Chancellor, University of Essex; Chair, UUK International Policy Network

10:45 Questions and discussion

11:15 Refreshments, networking and exhibition

Session Two:



Placing the UK in an international context

11:45 Benchmarking the international student experience: how does the UK compare?

Will Archer, Director, i-graduate

12:00 Meeting the expectations for international students

Christina Yan Zhang, International Students' Officer, National Union of Students (NUS)

12:15 Building relationships abroad
 Dr Jo Beall, Director Education and Society;
 Executive Board Member, British Council

12:30 Questions and discussion

13:00 Buffet lunch, networking and exhibition

Available on policyreview.tv

Session Three: Learning from new developments

14:00 Building international student-alumni relationshipsGretchen Dobson, Senior Associate

Gretchen Dobson, Senior Associate Director, Domestic and International Programs, Tufts University

14:15 Support for PBS Tier 4 visa applications and immigration process

Jeremy Oppenheim, National Lead – Temporary Migration, UK Border Agency (UKBA)

14:30 Introducing the new QAA guidance on the international student experience
 Dr Fabrizio Trifiro, Development Officer (International Collaboration), Quality Assurance Agency (QAA)

14:45 Questions and discussion

15:00 Refreshments, networking and exhibition

Session Four: In-depth seminars

15:30 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.

The international student experience:
Teaching International Students Project
Dr Janette Ryan, Director, Teaching
International Students Project, The Higher
Education Academy

Developing an international networkCheck website for speaker updates

New technologies for international student recruitment
Check website for speaker updates

16:30 Close of conference

Purpose of the Conference

The importance of international students for UK higher education is profound. Academically, culturally and financially, their contribution has been significant. Whilst the UK has established itself as the second most popular destination for international students behind the USA, recent changes to UK policy, notably to the PBS Tier 4 visa application process, will have a significant impact on recruitment. International competition is also rising from new destinations, including Scandinavia and Holland teaching in English.

Attend this conference to:

- Understand what makes a good international student experience
- Learn why the international student experience is crucial to retention, reputation and future recruitment
- Hear best practice to meet and exceed the expectations of international students
- Learn about and receive advice on how to respond to the recent changes to the PBS Tier 4 visa application process, and the implications for your HEI
- Consider national policy developments that relate to the recruitment and experience of international students
- Hear about best practice for the position of your institution in international markets, particularly in Europe and Asia
- Gain insight into supporting the pre-enrolment application experience
- Highlight the importance of effective preparation for non-English speaking students
- Receive support to improve the induction process for international students
- Develop UK higher education provision abroad

Who should attend:

From higher education:

- Vice-Chancellors and Pro-Vice-Chancellors
- Directors of:
 - > International Office
 - > Marketing
 - > Communications
 - > Finance
 - > Admissions
- International Partnership Managers
- Heads of Student Experience
- Students' Union Officers and Staff

Heads of Student Support Services

- Student Relations Managers
- Careers Advisers
- Recruitment Officers
- Admissions Officers
- International Officers

From the wider education sector:

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

From other sectors:

- Business Schools
- Trade Associations
- Graduate Recruiters
- Professional Bodies
- Capital Grant and Capital Bodies
- Industrial Funders of Research

The conference would also be of benefit to:

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



Can't attend? Time poor? Diary clash?

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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

Broadcast National Conference

Improving the International **Student Experience:**

Attracting and retaining international students in an increasingly competitive international market

Tuesday 17th January 2012, Westminster Studio, London SW1P

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4 Online: www.neilstewartassociates.com/jb315

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ove fees include all day access to the event, available conference buffet lunch and refreshments, for registered delegates only. Fees nclude travel costs or accommodation. places are not permitted.

ninar Selection

ay attend one seminar in Session Four. are allocated on a first-come, first-served basis. Please vour choice below:

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