

AGENDA

FROM 11.40AM - 1PM, CHOOSE BETWEEN OUR TWO CONCURRENTLY RUNNING STREAMS. THESE ARE FOCUSED ON DOMESTIC OR INTERNATIONAL STUDENT RECRUITMENT.

9.30am

Arrivals & refreshments

10.00am

(Frobisher Auditorium 1)

Introductions from IDP Connect

Simon Emmett (CEO, IDP Connect)

Jonah Duffin (Chief Marketing Officer, IDP Connect)

Katie Duncan (Head of Communications, IDP Connect)

Stuart Smith (Director of Product, IDP Connect)

Julia Day (Director of Marketing and Content, IDP Connect)

10.30am

'In conversation with...'

Mark Leach (Editor in Chief, Wonkhe) and Professor Michael Arthur (President & Provost, UCL) on the shape of the sector.

11.10am

(Garden Room & Conservatory)

Break

Domestic student recruitment stream

(Frobisher Auditorium 1)

11.40am

'Using data insights to understand Clearing'

Stuart Smith (Director of Product, IDP Connect)

12.20pm

PANEL: 'Student viewpoints on recruitment'

Members of the Whatuni Student Advisory Board (Silethokuhle Sibanda, Tom Martland, Aisling Gallagher, Evan Saunders and Meike Imberg), chaired by Aaron Porter (Director of Policy & Engagement, IDP Connect)

1.00pm

(Garden Room & Conservatory)

Lunch

International student recruitment stream

(Frobisher Rooms 1&2)

11.40am

'How to engage with international students in a digital age'

Danielle Lapham (Associate Head of Campaign Marketing & SEO, IDP Connect) and Erica da Rocha (Associate Head of Campaign Marketing & CRM, IDP Connect)

12.20pm

'Visa applications, enrolments and policy change: what past trends can tell us about the future'

Stephanie Harris (Policy Manager, Universities UK International)

12.50pm

'IDP Connect data tools'

Jonah Duffin (Chief Marketing Officer, IDP Connect)

1.00pm

(Garden Room & Conservatory)

Lunch

2.00pm

(Frobisher Auditorium 1)

'University league tables - past, present, and future'

Dr Bernard Kingston (Founding Chairman of the Complete University Guide)

2.30pm

PANEL: 'Future of Higher Education'

James Frith (MP for Bury North and member of the Education Select Committee), Joy Elliott-Bowman (Director of Policy & Development, Independent HE), Stephanie Harris (Policy Manager, Universities UK International) and Martha Longdon (Student Experience Board Member for the Office for Students), chaired by Aaron Porter

3.15pm

'What universities can do for their brand'

Jamal Benmiloud (Author, speaker and former marketing leader at Red Bull and Monster Energy)

4.15pm

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