



Supported by:



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

Produced by:



Can't get to London?
Watch online from
as little as £65 per
person



**Purchase a group
licence to achieve
significant savings**



**Attend one of our
networking satellite
conferences at**

- **Bristol**
- **Leeds**
- **St Helens**
- **Wigan**

See inside for details



Agenda (subject to change)

09:00 Registration, refreshments and exhibition

Session One:

Available on 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

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 / 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



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@policyreview.tv

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 - per person

1-2 viewers £99.00 + VAT (£118.80)

3-9 viewers £89.00 + VAT (£106.80)

10-19 viewers £79.00 + VAT (£94.80)

20-29 viewers £65.00 + VAT (£78.00)

Taught Postgraduates Competition, Marketing, Quality

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

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

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:  from Mastercard/Eurocard/Visa/Maestro/Delta

Please debit: £ _____ Expiry date of card: _____

Card No: _____

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 (£718.80)

Reduced Rate -

Universities, Colleges, Local Authorities, Central Government Departments and Agencies, Non-Departmental Public Bodies, 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 1 2 3

Live viewing and on-demand access

Book online at www.policyreview.tv or register below

Individual and Group Licences

- 1-2 viewers @ **£99 + VAT** (£118.80) per person
- 3-9 viewers @ **£89 + VAT** (£106.80) per person
- 10-19 viewers @ **£79 + VAT** (£94.80) per person
- 20-29 viewers @ **£65 + VAT** (£78.00) per person

I would like to register _____ online viewers

@ £ _____ per person:

TOTAL £ _____ + VAT = £ _____

Please complete the delegate information section of this form for each viewer when registering your licence(s). You can do this by photocopying this form or sending a full list to customer.services@policyreview.tv

Satellite conference

£195.00 + VAT (£234.00)

Bristol Leeds St Helens Wigan

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.



10 Greycoat Place, Westminster, London SW1P 1SB
tel: 020 7324 4330 fax: 020 7490 8830
email: info@neilstewartassociates.co.uk
www.neilstewartassociates.com

