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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



Speakers include:

## Professor Colin Riordan

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

## Dr Joanna Newman

Director, **UK Higher Education International Unit**

## Professor Paul Webley

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

## Christina Yan Zhang

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

## Dr Jo Beall

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

## 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](http://www.neilstewartassociates.com/jb315)

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# Agenda (subject to change)

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

09:00 Registration, refreshments and exhibition

## Session One:

 Available on policyreview.tv

### 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:

 Available on policyreview.tv

### 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

## Session Three:

### Learning from new developments

- 14:00 Building international student-alumni relationships  
**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.

- 1** The international student experience: Teaching International Students Project  
**Dr Janette Ryan**, Director, Teaching International Students Project, The Higher Education Academy
- 2** Developing an international network  
*Check website for speaker updates*
- 3** New technologies for international student recruitment  
*Check website for speaker updates*

16:30 Close of conference

Register online today:

[www.neilstewartassociates.com/jb315](http://www.neilstewartassociates.com/jb315) / Tel: 020 7324 4330 / Fax: 020 7490 8830

## 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
- Heads of Student Support Services
- Students' Union Officers and Staff
- 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

## 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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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

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### Watch online

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- 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)**

# Improving the International Student Experience:

Attracting and retaining international students in an increasingly competitive international market

Tuesday 17th January 2012, Westminster Studio, London SW1P

## 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/jb315](http://www.neilstewartassociates.com/jb315)

**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

jb315

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

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

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

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**ADDITIONAL REQUIREMENTS** Please indicate any additional requirements below



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## Delegate Rates

Please select the relevant rate from the list below

### Full Rate -

Commercial Sector

- £499.00 + VAT** (£598.80) Register by 30 November
- £549.00 + VAT** (£658.80) Register by 15 December
- £599.00 + VAT** (£718.80) From 16 December

### Reduced Rate -

Universities, Colleges, Central Government Departments and Agencies, Non-Departmental Public Bodies, Local Authorities, Other Public Sector Organisations

- £289.00 + VAT** (£346.80) Register by 30 November
- £339.00 + VAT** (£406.80) Register by 15 December
- £389.00 + VAT** (£466.80) From 16 December

### Supported Rate -

Voluntary Organisations, Trade Unions

- £140.00 + VAT** (£168.00) Register by 30 November
- £190.00 + VAT** (£228.00) Register by 15 December
- £240.00 + VAT** (£288.00) From 16 December

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

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- 20-29 viewers @ **£65 + VAT** (£78.00) per person

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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](mailto:customer.services@policyreview.tv)

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### Data Protection

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### Overseas delegates

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