



Supported by:



## 2nd Annual Conference

# International Partnerships; Transnational Education

## Delivering UK Higher Education Worldwide

Monday 16th April 2012 • Eversheds LLP Headquarters, 1 Wood Street, London EC2

Speakers include:

**Professor Christine Ennew**  
Pro Vice-Chancellor (Internationalisation/ Science); Professor of Marketing, **University of Nottingham**

**Tim Gore OBE**  
Director of Global Networks and Communities, **University of London**

**Dr Joanna Newman**  
Director, **UK Higher Education International and Europe Unit**

**Paul Marshall**  
Chief Executive, **Association of Business Schools**


*"The higher education industry export market is hugely important to the UK economy"*

**William Hague, Foreign Secretary • 25 January 2012**

There are now more students studying for a qualification from a UK university abroad than there are international students in the UK.

The rise of transnational education offers unprecedented international expansion and partnership opportunities to UK Higher Education Institutions (HEIs), whilst presenting fresh challenges in addressing issues of quality assurance and student experience.

Delegates to this conference will hear the implications and opportunities presented by developing markets, new models of learning and the newly established HE Global Integrated Advisory Service, gaining an insight into delivering transnational education, including negotiating and maintaining successful partnerships with overseas institutions.



**Live and on-demand on [policyreview.tv](http://policyreview.tv)**

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

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

See inside for details

For more information please visit:

[www.neilstewartassociates.com/jb321](http://www.neilstewartassociates.com/jb321)

Produced by:



# Agenda

(subject to change)

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

09:00 Registration and refreshments

## Session One:



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

### International; Transnational

- 10:00 Welcome and introduction by conference chair  
**Mike Baker**, Journalist and Broadcaster
- 10:10 Emerging issues  
**Professor Robin Middlehurst**,  
Director for Strategy, Research and International, Leadership Foundation for Higher Education; Advisory Board Member, The Observatory of Borderless Higher Education
- 10:25 Expanding into developing international markets  
**Professor Christine Ennew**,  
Pro Vice-Chancellor (Internationalisation/ Science); Professor of Marketing, University of Nottingham
- 10:40 Transnational education: HE Global and other opportunities  
**Dr Joanna Newman**, Director, UK Higher Education International and Europe Unit
- 11:00 Government spokesperson
- 11:10 Panel discussion, questions and comments

11:30 Refreshments and networking

## Session Two:



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

### Strategy

- 12:00 Models of engagement: dealing with risk  
**Tim Gore OBE**, Director of Global Networks and Communities, University of London
- 12:15 Initiating partnerships and joint ventures  
**Nick Saunders**, Senior Associate Practice Lawyer, Eversheds LLP
- 12:30 Panel discussion, questions and comments

12:45 Buffet lunch and networking

## Session Three:



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

### The Student Experience

- 13:45 The challenges for quality assurance  
**Dr Stephen Jackson**,  
Director of Reviews, QAA
- 14:00 Student mobility and employability  
**Bill Rammell**, Deputy Vice-Chancellor, University of Plymouth
- 14:15 Smaller scale TNE activity  
**Paul Marshall**, Chief Executive, Association of Business Schools
- 14:30 Panel discussion, questions and comments

15:00 Refreshments and networking

## Session Four:

### Key Issue Seminars

- 15:30 Delegates should choose to attend one seminar from the list of three 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

International student recruitment

2

Accreditation and validation

3

Offshore staffing strategies

*See website for speaker updates*

16:15 Close of conference

Register online today:

[www.neilstewartassociates.com/jb321](http://www.neilstewartassociates.com/jb321) / Tel: 020 7324 4330 / Fax: 020 7490 8830

## Purpose of the conference

### Specifically this conference will:

- Provide an overview of current transnational and partnership activities, and set out the future international expansion possibilities for UK HEIs
- Discuss the latest guidance and codes of practice on setting up partnerships and branch campuses
- Hear from UK Higher Education Institutions who have set up successful overseas operations and international partnerships
- Look at issues around quality assurance for all kinds of transnational delivery modes: dual and joint degrees, accreditation and validation, and branch campuses
- Explore the potential for transnational education and partnerships within the European Higher Education Area (EHEA), and in developing markets such as Brazil and Indonesia
- Analyse strategies for international student recruitment
- Take an in-depth look at issues including student mobility and employability, offshore staffing, and TNE activity undertaken by individual schools and departments

## Who should attend:

### Directors of

- > International Strategy
- > Research
- > Knowledge Transferships
- > Finance
- > Postgraduate
- > Staff and Workforce Development
- > External Relations
- > Enterprise and Business Development
- > Marketing and Communications
- Vice-Chancellors
- Principals
- Pro-Vice-Chancellors
- Deans of Faculties
- Heads of Departments
- International Partnership Managers
- International Officers
- Knowledge Transfership Managers
- Careers and Workforce Development Advisers
- Admissions Deans
- Recruitment Officers
- Admission Officers
- Student Union Representatives
- Private providers
- Professional and Statutory Regulatory Bodies
- Funding and Research Councils
- Business Schools
- Trade Associations
- Corporate Recruitment and Marketing Managers
- Corporate Graduate Recruitment Managers
- Consultants for International Development
- Education Consultants
- Management Consultants

## 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?



### 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 library are:

### Individual licences

**£99 + VAT (£118.80)**

For further information email

**paul.rushworth@policyreview.tv**



### Host your own conference

Join an increasing number of organisations who have taken advantage of the cost-effective group viewing licence option

From as little as £65 per person you too can gather a group of colleagues and clients to watch, listen and participate at this conference

All you need is:

- a computer with flash installed, an up to date browser and fast broadband internet access
- a projector or an LCD screen to display the live conference stream
- a space in which to host the event – a boardroom or lecture theatre would be perfect



### Watch in groups

Finally, book 10 or more colleagues for online viewing and get one free place at the conference.

To discuss this further please call

**020 7183 7783**

### 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)**

# 2nd Annual Conference International Partnerships; Transnational Education

## Delivering UK Higher Education worldwide

Monday 16th April 2012

Eversheds LLP Headquarters, 1 Wood Street, London EC2

## 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/jb321](http://www.neilstewartassociates.com/jb321)

**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

# jb321

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:

Please debit: £ \_\_\_\_\_ from Mastercard/Eurocard/Visa/Maestro/Delta

Card No: \_\_\_\_\_ Expiry date of card: \_\_\_\_\_

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

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

Issuing Bank: \_\_\_\_\_

Cardholder's address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Signature: \_\_\_\_\_

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



10 Greycoat Place, Westminster, London SW1P 1SB  
tel: 020 7324 4330 fax: 020 7490 8830  
email: [info@neilstewartassociates.co.uk](mailto:info@neilstewartassociates.co.uk)  
[www.neilstewartassociates.com](http://www.neilstewartassociates.com)



## Delegate Rates

Please select the relevant rate from the list below

### Full Rate -

Commercial Sector

**Before the 29th Feb 2012 £479.00 + VAT** (£574.80)  
NORMAL PRICE £599.00 + VAT (£718.80)

### Reduced Rate -

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

**Before the 29th Feb 2012 £311.00 + VAT** (£373.20)  
NORMAL PRICE £389.00 + VAT (£466.80)

### Supported Rate -

Voluntary Organisations, Trade Unions

**Before the 29th Feb 2012 £192.00 + VAT** (£230.40)  
NORMAL PRICE £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](http://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](mailto:customer.services@policyreview.tv)

## 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](http://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](mailto: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.