

Programme:

Day One – Monday 2 April 2007

- 10:00 – 10:30 Registration and refreshments
- 10:30 – 10:45 Welcome
- 10:45 – 11:45 **Wooring Asia: how far do we need to internationalize our product to remain competitive in Asia?**
Debi Howarth, Queensland University of Technology and Dr Tony Rich, University of Essex
- 11:45 – 1:00 **A Game of Two Halves: educational goals, capitalist rules**
Professor David L. Kirp, University of California at Berkeley
- 1:00 – 2:00 Lunch
- 2:00 – 3:00 **Leadership, Vision and Creating a Brand Position**
Ewart Wooldridge, Leadership Foundation, Shirley Pearce, Loughborough University and Professor David L. Kirp, University of California at Berkeley
- 3:00 – 3:30 Tea
- 3:30 – 5:30 **The Big Issue: where next on fees?**
Helen Carasso, Oxford University, David Roberts & Stephen Holmes, The Knowledge Partnership, Bill Rammell MP, DfES, David Kirp
- 5:30 – 7:00 Free time to network and sightsee
- 7:00 Meet Up in College Bar
- 7:30 Conference Dinner in Hall

Day Two – Tuesday 3 April 2007

- 9:30 – 11:00 **The Good, the Bad, and the Ugly: the importance of symbolism and first impressions in Higher Education**
Susie Baker, Oxford Brookes University and Jim Bodoh, Lloyd Northover
- 11:00 – 11:30 Coffee
- 11:30 – 12:30 **Mission Possible: aligning organizational vision and academic practices**
Professor Frank Crowther, Australian educationalist
- 12:30 – 1:30 Lunch
- 1:30 – 2:30 **Workshop Sessions: a chance to focus, discuss and share issues**
- Web Futures: a 2007 masterclass**
Jeremy Davis, Chameleon Net
- Positioning for International Success**
Dr Stephen Holmes and Debi Howarth, The Knowledge Partnership
- Higher Expectations: freshers' views on marketing and communication**
David Roberts, The Knowledge Partnership and Ben Marks, Opinionpanel
- 2:30 – 3:00 Tea
- 3:00 – 4:15 **People First: the challenges of internal communications**
Louise Simpson, The Knowledge Partnership and Alison Jeremy, BBC Worldwide
- 4:15 Conference Close