

SEMINAR TIMETABLE

Monday

Abbey room, fourth floor

12:30 – 13:25	Industry update: the UK in a global context	<i>Maria Cervanova and Patrik Pavlacic</i>
13:30 – 14:30	Young learners and the UK: who, what, where, when and why?	<i>Young Learners English UK panel</i>
<i>14:30 – 15:00</i>	<i>Refreshments - Westminster room</i>	
15:00 – 15:55	The importance of educational guardianship for international students	<i>Helen Wright and Yasemin Wigglesworth</i>
16:00 – 16:55	Sales solutions: mystery, method and madness	<i>Nicola Lutz and Thom Jones</i>
17:00 – 18:00	What's your story? How to develop your personal brand	<i>Jacqueline Kassteen</i>

Moore room, fourth floor

12:30 – 13:25	Moving beyond borders: the value of global competence for language learners	<i>Bert Vercamer</i>
13:30 – 14:30	Market insights: China	<i>Su Si and guest panellists</i>
<i>14:30 - 15:00</i>	<i>Refreshments - Westminster room</i>	
15:00 – 15:55	Market insights: Brazil	<i>Maura Leao and Juliana Bertazzo</i>
16:00 – 16:55	Market insights: Gulf region	<i>Andy Buckland and guest panellists</i>
17:00 – 18:00	Investment opportunities in Saudi Arabia	<i>Basim Ibrahim</i>

Tuesday

Presentation Zone, Britten room, third floor

10:00 – 10:45	Accommodation for the network generation	<i>James Herbertson</i>
10:50 – 11:35	How to boost profit by changing one single web page	<i>Richard Bradford</i>

Mountbatten room, sixth floor

12:15 – 13:15	KEYNOTE ADDRESS	<i>Lindsey Hilsum</i>
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Abbey, fourth floor

14:00 – 15:00	Collaborating with London's diplomatic community	<i>Elizabeth Stewart and guests</i>
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Presentation Zone, Britten room, third floor

14:45 – 15:30	Making banking easy for overseas students	<i>Will White</i>
15:35 – 16:20	Choose the UK for quality: understanding accreditation	<i>Liz McLaren</i>
16:25 – 17:10	Making sure young learners in the UK are safe	<i>Nigel Heritage and Kevin O'Donnell</i>
17:15 – 18:00	UK immigration, visas and international student policy	<i>Pat Saini</i>

Wednesday

Presentation Zone, Britten room, third floor

10:00 – 10:45	Making sure young learners in the UK are safe	<i>Nigel Heritage and Kevin O'Donnell</i>
10:50 – 11:35	GDPR and data protection	<i>Daff Richardson</i>
11:40 – 12:20	How we help agents and schools to gain more students globally	<i>Henry Tolley and Marios Molfetas</i>
15:05 – 15:50	Choose the UK for quality: understanding accreditation	<i>Liz McLaren</i>

KEYNOTE ADDRESS

A time of danger – Lindsey Hilsum

Tuesday 12:15 - 13:15

Mountbatten room, sixth floor

Renowned UK journalist Lindsey Hilsum has reported on most of the world's big news stories in the past 20 years. Now, she believes the role of the international education sector is becoming more important than ever before, giving a unique opportunity to bridge cultural and political division.

In her keynote address to StudyWorld, she will discuss how we are living "in a time of danger," when trust in politicians, the media and other institutions has been lost.

In the US, President Trump has stepped into the vacuum, whipping up his supporters against immigrants, political opponents and journalists. There are, she says, similar trends in Italy, Hungary and Poland, and comparisons are being made with the 1930s. Are these comparisons scare-mongering, or genuine warning signs which we should pay attention to?

Following Lindsey's address, **Steve Phillips**, chair of English UK, will join her for a discussion about some of the key issues raised.

@SteveJPhillips1

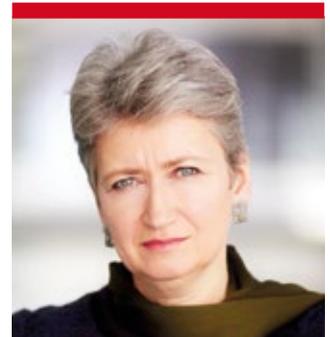
Lindsey Hilsum is the international editor of Channel 4 news and one of the UK's leading foreign correspondents, who has reported from many of the world's war zones and flashpoints during the past decades.

She was inspired to become a journalist during her international year of a Spanish and French degree at the University of Exeter. Instead of going to teach English in Spain for a year, which she thought might be "boring", she volunteered for an international aid agency in Guatemala and Haiti. This, she says, "*changed my life... I realised I wanted to spend the rest of my life finding out about ordinary people... to travel and to write. And I've been lucky enough to do just that.*"

@lindseyhilsum

The keynote address is kindly sponsored by

Language
Cert



Lindsey Hilsum

SEMINAR DETAILS

MONDAY

Our seminar programme runs throughout the event and is open to all delegates.

Education is at the heart of StudyWorld. Our sessions are chosen to combine practical advice and tips, market and business intelligence, and inspiration.

12:30 – 13:25

Abbey room, fourth floor

Industry update: the UK in a global context

What are the latest trends and patterns in UK ELT? What is the future market outlook? This authoritative session will review the UK's key performance statistics as a study destination, looking at global competitors.

Maria Cervanova and Patrik Pavlacic are senior research manager and head of research and at global market intelligence consultancy StudentMarketing.

Moore room, fourth floor

Moving beyond borders: the value of global competence for language learners

Global competence is invaluable for corporations and supports language learning. In this session we'll share research, offer professional development, best practices, and practical tools for English plus opportunities and beyond.

Bert Vercamer is the chief program innovation and educational products officer at AFS Intercultural Programs where he oversees a comprehensive portfolio of study abroad, language learning, and other exchange programs in 94 countries.

13:30 – 14:30

Abbey room, fourth floor

Young learners and the UK: who, what, where, when and why?

Do you have questions about young learners and the UK? Ask a panel of experts on courses for under 18s what to look for in a young learner school, the best time of year for young learners and why the UK is the perfect learning destination for young learners.

Neil McLoughlin has been in the summer school industry for 12 years and is currently the director of Buckswood Overseas Summer School. He is a member of the Young Learners English UK committee and will be joined by a panel from the specialist English UK subgroup.

Moore room, fourth floor
Market insights: China

Gain insight into the China study abroad market, with a focus on the changing market for summer programmes in mainland China.

Su Si is the British Council China's education and marketing manager, and project lead for British boarding school and ELT sector marketing in China. Su Si will be joined by guest panellists.

15:00 – 15:55

Abbey room, fourth floor

The importance of educational guardianship for international students

What is guardianship and what are the benefits to students, parents, agents and schools? What is the role of the Association for the Education and Guardianship of International Students (AEGIS)? Ask questions and build your knowledge in this interactive session.

Helen Wright is an international education specialist and advisor, former international school principal, and chair of the Association for the Education and Guardianship of International Students (AEGIS). Yasemin Wigglesworth is executive officer of AEGIS.

Moore room, fourth floor

Market insights: Brazil

This market information will cover the latest trends among Brazilian students, the latest BELTA Seal Market Research survey, the Brazilian government's scholarship programmes and its implications for UK education providers.

Led by Maura Leao, president of Brazilian agent association BELTA, and Juliana Bertazzo, higher education policy advisor for the Embassy of Brazil in London.

16:00 – 16:55

Abbey room, fourth floor

Sales solutions: mystery, method and madness

Your sales process includes your marketing people plus teachers, host families and everyone else who supports your customer journey. We'll look at how to get the whole team working together, how to look at sales activity, and practical suggestions on work/life balance and stress. And we'll be asking you to join in.

Nicola Lutz is owner of sales expert No Fluff, a director of StudyTravel, and works with mental health charities to develop wellbeing support and guidance for the sector. Thom Jones is principal of Oxford College International summer school for SBC and runs his own company, Brock Solutions Agency.

Moore room, fourth floor

Market insights: Gulf region

If you are looking to recruit students from GCC countries including Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and United Arab Emirates, join for expert insights and knowledge.

Led by Andy Buckland, English UK's senior middle east consultant, with guest panellists.

17:00 – 18:00

Abbey room, fourth floor

What's your story? How to develop your personal brand

Discover, develop and promote your personal brand, exploring your core focus, leadership styles, and how to tell your personal stories – with plenty of practice to get you ready for StudyWorld networking.

Jacqueline Kassteen has 20 years' experience in education, student travel, publishing, lead generation and more. She is founder and managing director of Jackfruit Marketing and FruitFrame.com.

Moore room, fourth floor

Investment opportunities in Saudi Arabia

This session will give an overview of investment opportunities for UK education providers in the Saudi Arabian education and training sector.

Basim Ibrahim leads on investment attraction and development within the Education & Training Sector at Saudi Arabian General Investment Authority (SAGIA).

SEMINAR DETAILS

TUESDAY

Most speakers in the English UK Presentation Zone also have a meeting schedule and may be available on a drop-in basis during free appointment slots. Find them nearby in the Advice Zone.

The Advice Zone

Digital Marketing Table L1

Accreditation UK Table L2

Travel & Leisure Law. Table L3

All-Party Parliamentary

Inquiry - international students in the UK Table M1

Safeguarding Table M2

Immigration & GDPR Table M3

10:00 – 10:45

The English UK Presentation Zone

Accommodation for the network generation

Understanding Generation Z, the fastest-growing group of customers, is vital for attracting students and maintaining satisfaction. Find out who and what they care about, how they choose accommodation – and what happens if it all goes wrong.

James Herbertson is the founder of London Nest and Bayswater Education.

10:50 – 11:35

The English UK Presentation Zone

How to boost profit by changing one single web page

The solution to boosting your online bookings and profitability per programme is not usually to get a new website. We'll show you how we turned around the fortunes of an MSc programme simply by changing a single page, so that you can do the same.

Richard Bradford is the managing director of Disquiet Dog, the RAR recommended digital agency specialised in the education sector.

More questions? Visit Table L1.

12:15 – 13:15

Mountbatten room, sixth floor

KEYNOTE ADDRESS

A time of danger

The role of those in the international education sector has rarely been more important, as you have a unique opportunity to bridge cultural and political division.

Renowned UK journalist Lindsey Hilsum will discuss how we are living "in a time of danger," when trust in politicians, the media and other institutions has been lost.

Lindsey Hilsum is the international editor of Channel 4 News and one of the UK's leading foreign correspondents.

Full details on page 11.

14:00 – 15:00

Abbey room, fourth floor

Collaborating with London's diplomatic community to meet their educational objectives

A forum for UK educators and diplomatic staff to discuss welfare, academic partnerships and delegations, scholarships and collaboration.

Elizabeth Stewart, editorial and programme director of Embassy Magazine, will be joined by guests from London embassies.

14:45 – 15:30

The English UK Presentation Zone

Making banking easy for overseas students

Find out why banking has been complex for international students, the difference between what the regulator wants and what banks do, and some solutions for the problem.

Will White is the chief operating officer of Loot.

15:35 – 16:20

The English UK Presentation Zone

Choose the UK for quality: understanding accreditation

This session is repeated on Wednesday

Understand the latest Accreditation UK inspection criteria and guidance document and how the scheme recognises and supports high quality and rising standards in UK ELT.

Liz McLaren is manager of Accreditation UK and has worked for 25 years on the scheme.

More questions? Visit Table L2.

16:25 – 17:10

The English UK Presentation Zone

Making sure young learners in the UK are safe

This session is repeated on Wednesday

The UK is one of the world's safest places to send under-18s to study: find out all about our safeguarding requirements, and get your questions answered.

Nigel Heritage and Kevin O'Donnell are freelance trainers and consultants in safeguarding and student welfare.

More questions? Visit Table M2.

17:15 – 18:00

The English UK Presentation Zone

UK immigration, visas and international student policy

What's next for international student recruitment? This update will cover UK immigration policy, Brexit, key compliance concerns for education providers and short term study visas.

Pat Saini and Penny Evans, head of immigration and associate director at Penningtons Manches. Both have extensive experience on immigration.

More questions? Visit Table M3

WEDNESDAY

10:00 – 10:45

The English UK Presentation Zone

Making sure young learners in the UK are safe

(see Tuesday's listing for details)

10:50 – 11:35

The English UK Presentation Zone

GDPR and data protection

An update on all aspects of GDPR and data protection from access requests to regulatory compliance.

Daff Richardson is co-head of Penningtons Manches' education team.

More questions? Visit Table M3

11:40 – 12:20

The English UK Presentation Zone

How we help agents and schools to gain more students globally

A look at LanguageCert's exams and their delivery.

Henry Tolley is head of business development at LanguageCert. Marios Molfetas leads assessment development, operations and business development.

15:05 – 15:50

The English UK Presentation Zone

Choose the UK for quality: understanding accreditation

(see Tuesday's listing for details)