ENIC NORTH 2023

Technology & Innovation Centre, University of Strathclyde, Glasgow

Monday 15 May 2023

Programme schedule

08:30 - 09:30 Registration, refreshments and networking

09:30 - 10:00 Start of day plenary

10:00 - 11:00 Session 1

11:00 - 11:30 Refreshments and networking break

11:30 - 12:30 Session 2

12:30 - 13:30 Lunch and networking

13:30 - 14:30 Session 3

14:30 - 15:00 Refreshments and networking break

15:00 - 16:00 Session 4

16:00 - 16:30 End of day plenary

16:30 - 18:00 Drinks and networking reception

18:00 - End of conference

Please see session and speaker information below.

Please note all sessions are subject to change.

Stream 1 – the Funnel
This stream will focus on marketing and markets.

Stream 2 – the Filter
This stream will focus on operational aspects in international education.

Supported by

Registration and refreshments – 08:30 – 09:30

Start of day plenary - 09:30 – 10:00

Keynote Speaker: *Rachel Sandison, Deputy Vice-Chancellor, External Engagement & Vice Principal, External Relations at University of Glasgow*

Speakers: *Chris Stephens, Head of Commercial Division, UK ENIC / Ecctis; Shelley Vink, Head of University Partnerships, Password English Language Testing*

Chair: *Tim Buttress, Head of Corporate Social Responsibility, UK ENIC / Ecctis*

Every conference delegate will be automatically registered for the start of day plenary.

Session 1 – 10:00 – 11:00

Stream 1 - The Funnel	Stream 2 - The Filter
What students want – hear first hand from international student ambassadors	**Managing applications –** how to manage an influx
Chair: *Julie Allen, Director of Member Services and Policy, UKCISA*	**Chair:** *Chris Stephens, Head of Commercial Division, UK ENIC / Ecctis*
Panel speakers:	**Panel speakers:**
UKCISA international student ambassadors	*Ivar Moller, Deputy Director of Admissions, University of St Andrews, and co-Chair of BUILA Europe RIG*
Melody Sequeria, University of Glasgow (UG)	

Reese Chamberlain, University of Edinburgh (UG)

Annie Chan, *University of Edinburgh (UG)*

Claudia Ospina, *University of Glasgow (PhD)*

A specially invited panel of UKCISA's international student ambassadors will discuss what information and support they found particularly useful before and during their application and in their time within higher education.

Adam Rennison, Business Development Manager, UniQuest

Philip Dupont, Senior Solutions Manager, Qualification Check

Dr. Blaise Potard, CTO and Co-founder, Dialexy

With the volumes of student applications showing exponential growth and being forecast to reach 1M – the panel will discuss and share processes and practical solutions to improve efficiency and how to optimise applications management whilst providing a fair and positive experience for all applicants.

Refreshments and networking break – 11:00 – 11:30

Session 2 – 11:30 – 12:30

Stream 1 - The Funnel

Recruitment – get the right students from new and emerging markets

Chair: Chris Stephens, Head of Commercial Division, UK ENIC / Ecctis

Panel speakers:

Stuart Rennie, Managing Director of AfaraEd and SJRennie Consulting

Simon Terrington, Director and Founder, EdCo LATAM

Rory McDiarmid, Head of the Recruitment and International Office, University of Strathclyde

International recruitment is a hugely complex and dynamic process that requires rigorous planning,

Stream 2 - The Filter

Leveraging technology – using software to ease your workloads

Chair: Tim Buttress, Head of Corporate Social Responsibility, Ecctis / UK ENIC

Panel speakers:

Chris Gibson, UK Sales Director, Gecko

Justin Wood, Director Partner Relations – UK and Ireland, Applyboard

Emily Page, Account Manager, Enroly

The number of EdTech platforms available is bewildering, each platform offering different services to support applicants, students, and providers. In this interactive panel session, we will hear from three of the leading platforms

communication, and a deep understanding of the needs and expectations of international students and their support networks. Join the experts who will be sharing some detailed case studies and experiences as stimulus and some key solutions and ideas to help.

available on how they are able to help applicants, students and providers throughout the cycle.

Lunch and networking break – 12:30 – 13:30

Session 3 – 13:30 – 14:30

Stream 1 - The Funnel	Stream 2 - The Filter
Working with agents and aggregators – how to work with partners to achieve your goals	**Maintaining compliance –** protecting your reputation and reducing your risk

Working with agents and aggregators – how to work with partners to achieve your goals

Chair: Chris Lyons, Head of External Engagement, Ecctis / UK ENIC

Panel speakers:

Adam Pettit, Director of Partnerships, AECC Global

Shonagh Maak, International Recruitment Manager, BUILA

Stuart Easter, Head of International Partnerships and Student Recruitment, Edinburgh Napier University

Our panellists will talk about their real-world experiences working in international recruitment. This session offers perspectives from institutions, agents and the role of the Agent Quality Framework. Discussion will include realities, expectations and challenges, and consider the underlying importance of the institution-agent relationship.

Maintaining compliance – protecting your reputation and reducing your risk

Chair: Leanne Hunnings, Training and Events Manager, Ecctis / UK ENIC

Panel speakers:

Peter Yetton, Head of Visas, Immigration Support and Advice (VISA), Glasgow Caledonian University

Emma Meredith, Director of Global Engagement, Interim Director of Skills Policy, Association of Colleges

Julie Allen, Director of Member Services and Policy, UKCISA

Compliance can be a challenging area to understand and implement, yet it is integral to the admissions process. In the panel on maintaining compliance, we will explore challenges, implications, risk, and the student experience.

Refreshments and networking break – 14:30 – 15:00

Session 4 – 15:00 – 16:00

Stream 1 - The Funnel	Stream 2 - The Filter
Differentiating your brand – setting your institution apart from your competitors	**Readiness for English & Maths –** Opening opportunities for students who will stay the course
Chair: *Steve Miller, Head of Communications and Marketing, Ecctis / UK ENIC*	***Chair:*** *Alison Lowton, Research Manager – English Language, Ecctis / UK ENIC*
Panel speakers:	***Panel speakers:***
Simi Kohli, Head of Student Outreach and Marketing, Password English Language Testing	*Shelley Vink, Head of University Partnerships, Password English Language Testing*
Emma Gilmartin, Head of Social Media and Student Communications, University of Glasgow	*Justin Rodford, Senior Recognition Manager: UK, Ireland, Baltics, Benelux & the Nordics – English, Cambridge University Press and Assessment*
Darren Ding, Digital Marketing Specialist, East West Agency	*Adam Smallwood, Head of Partnerships, OMPT (SOWISO)*
It's a crowded education marketplace with many, many providers vying for attention of potential applicants and students. And educational institutions sometimes face constraints on how they might shift or reposition their brand identity. The panel will discuss these practical challenges, and how techniques like community building, turning strengths into USPs, and tailoring communications can help to differentiate and engage.	What males a good admissions test in English and maths? What can (and can't) they tell us about English/maths readiness? In this panel session, we will hear from three admission test providers on how these are able to help with admission decisions and beyond.

End of day plenary - 16:00 – 16:30

Speaker: *Chris Lyons, Head of External Engagement, UK ENIC / Ecctis*

Every conference delegate will be automatically registered for the end of day plenary.

Evening drinks reception – 16:30 – 18:00

Hosted by **Language**
Cert
A member of the PeopleCert Group

End of conference – 18:00