

UKENIC24 Annual Conference

Programme



Dates:

26 & 27 November 2024

Venue:

The Mermaid, Blackfriars, London, Puddle Dock, London EC4V 3DB

Schedule:

Day One 08:30 – 17:00, Gala Dinner 18:30 – 22:00

Day Two 08:30 – 15:30

Timetable:

DAY 1

08:30 - 10:00 *Registration, refreshments & networking*

10:00 - 11:00 *Welcome and keynote address*

11:00 - 11:30 *Break & refreshments*

11:30 - 12:20 *Breakout sessions A*

12:30 - 13:00 *Breakout sessions B*

13:00 - 14:00 *Lunch & networking*

14:00 - 14:50 *Breakout sessions C*

15:00 - 15:50 *Breakout sessions D*

15:50 - 16:20 *Break & refreshments*

16:30 - 17:00 *End of day plenary*

18:30 - 22:00 *Gala dinner**

DAY 2

08:30 - 10:00 *Registration, refreshments & networking*

10:00 - 11:00 *Question Time Panel*

11:00 - 11:30 *Break & refreshments*

11:30 - 12:30 *Breakout sessions E*

12:30 - 13:00 *Breakout sessions F*

13:00 - 14:00 *Lunch*

14:00 - 14:50 *Breakout sessions G*

15:00 - 15:30 *Closing plenary*

**Please note the Gala dinner is booked separately to the main conference*

Our sponsors

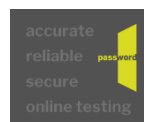
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Conference programme

08:30 – 10:00 Registration, refreshments, and networking

10:00 – 11:00 Welcome from our **Platinum Sponsor LanguageCert**, followed by Keynote Address from **Sally Bundock**

Opening welcome and keynote address

Catherine Winter, *Chief Executive Officer, Ecctis*
Lucy Horsefield, *Head of Business Development - UK, Ireland and Malta*

Keynote speech and Q&A

Sally Bundock

We are delighted that Sally Bundock will be joining us for our keynote speech for this year's UKENIC conference.

Sally Bundock is an internationally renowned financial news journalist, TV/Radio presenter, and speaker. Sally is best known for her role as presenter on BBC1, BBC News and BBC World News live at 5am UK time. The one-hour programme is packed with live guests who discuss the latest in news and business with a global audience of more than 110 million. Sally joined the BBC in 2002 and has recently celebrated her 20th year presenting.

During her career, Sally has covered many momentous events, including G7 conferences, historic EU summits and the World Economic Forum in Davos. She has witnessed and reported on some of the most significant news stories of the 2000s. Her astute insights into the financial markets, and incredible breadth of knowledge has established her as a trusted business authority.

On a list compiled by the Financial Times and Timewise, Sally was named one of the UK's most influential part-time workers and is now on the judging panel for the next generation of 'power part-timers.' Sally is a strong advocate for creating better work-life balance, juggling her role at the BBC with her blended family of 6 children, aged 12 to 20.

Sally's speech will set the landscape for the rest of the conference, drawing on current impacting geopolitical events and their significance for international education.

11:00 – 11:30 Break time and refreshments

Please visit our sponsors in our exhibition area!



Breakout sessions A

11:30 – 12:20

Sessions and rooms

Auditorium	Aldgate	Bishopsgate	Dowgate	Cripplegate
Panel: Fraud Insights	Quality Assurance and Accreditation	TNE, Internationalisation and Localisation	Agents' Perspectives	Big players vs Emerging Players in Destination Markets

Session descriptors

Panel: Fraud Insights Auditorium

Jude King,
Associate Director, Admissions, Enquiries and Fulfilment, the University of Liverpool

Chair and Speaker: Julie Hepburn *Head of Quality and Recognition, ACCA*

What impact does fraud have within your sector? Are these experiences mirrored across the education sphere? What can we learn from each other as we search for the best ways to deal with fraudulent activities? Fraud is a topical, pressing theme.

Laura Rose Troup, *Head of International, Newcastle College*

This session builds on the conversations we started at the ENIC23 conference and considers the challenges, responses and possible solutions involved.

Jack Gunnell
Head of Counter Fraud and Verification, UK ENIC

There will be plenty of opportunity for everyone to discuss and pose questions to our panel of speakers in this interactive session.

Quality Assurance and Accreditation

Aldgate

Jodie Duffy, Head of Information Development, UK ENIC

In an interactive and engaging session, our Head of Information Development will explore the processes that UK ENIC staff follow to evaluate international qualifications. The session will highlight how countries may have different approaches to delivering on quality assurance and discuss how this can sometimes pose challenges on whether and / or how to evaluate.

TNE, Internationalisation and Localisation

Bishopsgate

Janet Ilieva, Director and Founder, Education Insight

Chair: Becky McKernan, Head of Membership, Training and Events

Michael Peak, Head of Education Research, British Council

Another MBA?! What effect do key global education providers have on the education systems, learners and experiences of others around the world? What are the sociocultural implications involved in international education? Should the export of UK education assimilate into the local system? How can UK education export continue to be a success, deliver courses to meet local student needs, and avoid concerns around brain drain?

This session will look at the current trends and consider those practices that best serve institutions, students and host countries. Through expert insights, case studies, and discussions we can explore how TNE activity can be mutually beneficial and explore the concept of equitable partnerships.

Agents' Perspectives

Dowgate

Adam Pettit, Director of Partnerships, AECC

Chair: Ashleigh Bodell, Global Account Manager for Higher Education, IELTS

Partnerships and collaboration between education institutions and agents are well-established and enshrined in our international admissions processes: but what makes an effective partnership?

In this session, we will hear an agent's perspective on what successful partnerships look like; what is considered best practice; how helpful the Agents Quality Framework is; and how the relationship can be strengthened by both agent and institution.

**Dr Geena Whiteman,
Senior Project
Manager (Insights Hub)
British Council**

Chair: Charles Horwood, Client Relations Manager, TOEFL

The international recruitment landscape is changing. Whilst the big four of Australia, Canada, the USA and the UK still currently dominate the English-speaking provision, a number of other countries are taking advantage of harsher immigration policies and opening up their doors to target traditional markets.

**Elisabeth Nietsch,
Manager of
International
Admissions: Marketing
and Communications,
Bournemouth
University**

Policies such as South Korea's 'Study Korea 300K Project' and Germany's increase in English Medium courses represent a changing landscape and a threat to the existing order. What does this mean for established markets like the UK?



Breakout sessions B

12:30 – 13:00

Sessions and rooms

Auditorium	Aldgate	Bishopsgate	Dowgate	Cripplegate
LanguageCert	Discussion hub: Changing Markets	Password Language Testing	Cambridge University Press & Assessment	AI, Apps, and Knowledge Acquisition

Session descriptors

Developing Students' Oracy, Language Cert: Sponsor session	Auditorium
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Cathy Jones,
*Assessment
Development
Specialist,
LanguageCert*

Chair: Jodie Duffy, Head of Information Development, UK ENIC

In this session, our Platinum Sponsor LanguageCert will explore the growing need to develop students' oracy. The Oracy Education Commission describes oracy as 'articulating ideas, developing understanding and engaging with others through speaking, listening and communication.'

The benefits of oracy appear obvious, but the promotion of oracy in education at all levels is uneven. Higher Education faces a rise in the undetectable use of generative AI for coursework and written assessments. A possible solution is to complement written assessments with greater use of spoken assessments. This would, in turn, require students to verbally express their ideas and defend them in real time to a greater extent than before.

To prepare students for such demands, it is imperative that high-stakes admissions tests not only assess spoken communicative ability and interactional competence but also help foster a range of oracy skills, including verbal reasoning and critical thinking.

Our discussion hubs provide you with the opportunity to discuss core and current issues with others working in International Education. This session covers 'Changing Markets' and is an opportunity to share insight and reflect on some of the changes you may have seen in your role or at your organisation with student markets, facilitating you to talk through any challenges, any areas of concern, opportunities, and future considerations. Our discussion hubs are led by you and are informal, small group discussions.

Password English Language Testing: From test session to results: Navigating the road to validation. Sponsor session

Bishopsgate

Shelley Vink, Head of University Partnerships

Simi Kohli, Head of Global Recognition & Communications Password English Language Testing

Chair: Oliver Pritchard, Membership Services Executive, UK ENIC

This sponsor session offers a comprehensive exploration of the academic and compliance process vital for validating online English language test results, particularly in the context of high-stakes university admissions. Participants will gain insights into the rigorous security measures and analytical processes that must be in place before test results are released, as well as practical strategies for evaluating and verifying those results.

Cambridge University Press & Assessment: Sponsor session

Dowgate

Craig Nicholson, Chief Information Security Officer, Cambridge University Press & Assessment

Chair: Beatrice Segura Harvey, Language and Higher Education Manager, Ecctis

Take a deep dive into a hidden world of technology and discover the latest covert and AI driven threats challenging testing integrity. This session will focus on emerging threats and methods while outlining approaches for detection and prevention. You will have an opportunity to get 'hands on' with a number of these threats during the session.

Hanna Celina, CEO **Chair: Nina Chorzelewski, Policy Manager, Association of Colleges**
Kinnu

This session considers alternative perspectives on the processes of learning that challenge how traditional experiences of education might be defined, delivered and understood.

By looking at the potential that AI offers, Hanna Celina will talk about technological developments that might change how educational experiences and opportunities look like in the future. At the heart of this conversation is the concept of making learning and knowledge recall more efficient. From gamification to experimentation, the session will explore the role that these approaches play in lightening the cognitive load and making learning simpler.

Can the process of learning be quicker? Can core cognitive skills gained from learning be measured? Can these cognitive skills be credentialised?

Calling on her experiences at Kinnu, Hanna Celina shares her insights into new ways of learning and explains what technology might make possible – and what this might mean for learning and the learners in the future.

Lunch and networking 13:00 – 14:00

Breakout sessions C



14:00 – 14:50

Sessions and rooms

Auditorium	Aldgate	Bishopsgate	Dowgate	Cripplegate
IELTS and TOEFL - common understanding of English proficiency	Spotlight on Ukraine	Duty of Care for International Applicants	Panel: Navigating Challenges in TNE	Core skills, lifelong learning and work

Session descriptors

TOEFL and IELTS: Great Expectations? A Common Understanding of English Language Ability across your Institution. Sponsor session	Auditorium
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Conrad Heyns, *Chair of BALEAP and Director Centre for Academic Language and Literacies at Goldsmiths*

Lizzie Corsini, *Head of English Language Assessment at the University of Law.*

Stephen Carey, *Head of IELTS Relationship management at the British Council*

Sandy Bhangal, *Executive Director of Strategy and Global Growth at ETS International UK*

Chair: Dr. Karen Ottewell, Acting Director of the Language Centre and Director of Academic Development and Training for International Students

Great expectations? How can you ensure the importance of having a common understanding of English language ability across your institution?

International students now make up over 23% of the UK's university student population (HESA, 2023)

However, a wide range of reports suggest that university staff find it increasingly difficult to understand the expectations they should have of the English level of these international students, how the students will be able to cope in class, complete their course, and indeed even integrate into the community while they are here.

In turn, staff may experience difficulties and frustration determining what and how much language support students require for academic study, and in setting the appropriate minimum required standardised English test score thresholds. This can lead to international students feeling isolated and unsupported, and/or not progressing, which can have a significant impact on their academic performance and wellbeing. It is important for university staff to both remain compliant and better understand the needs of international students and provide adequate support and guidance.

In an effort to de-mystify this area, we need to remain compliant, to unpick and better understand what these challenges are, why they are arising, who is involved in the process, who can provide support to the different groups, and ensure that all stakeholders – including admissions, compliance, English departments, senior management, recruitment and teaching staff – are armed with the necessary resources and training to navigate these complexities, and have a clear understanding of what is expected. This understanding will help create a more efficient university admission process and ensure that all stakeholders are on the same page. Additionally, it will provide students with a fair and transparent admissions process.

Spotlight on Ukraine

Aldgate

Valentyna Krasnoshchok,
*International Education
Analyst, UK ENIC*

This session led by UK ENIC provides insight into the recent changes in the Ukrainian education system. Ukraine has seen significant changes to its education system in recent years, and this session aims to communicate those changes and the main features of the education system. The webinar covers both school and HE levels.

Duty of Care for International Applicants

Bishopsgate

**Naheeda Kauser, Visa
Support Manager**
*Directorate of Outreach,
Recruitment and
Marketing, University of
Bradford*

Chair: Andy Barnfield, Head of Individual Services, UK ENIC

This session will highlight how universities and colleges can support international applicants through the CAS and student visa application process.

Focusing on a unique perspective from the University of Bradford, this session will look at how best to navigate the entire student journey from visa compliance and CAS, all the way through to pre-arrival and welcoming students to your institution. This will include case studies and ideas for best practice on how to build strong relationships with your students and how duty of care is paramount to their university experience, whilst still maintaining good student outcomes and compliance.

Janet Ilieva, Director and Founder, Education Insight

Chair: Griff Ryan, Head of Transnational Education, Universities UK International

Vangelis Tsiligkiris, Professor of International Education, Nottingham Trent University

This session delves into the multifaceted issues encountered by universities engaged in transnational education (TNE). As higher education institutions increasingly establish campuses abroad and collaborate internationally, they face unique challenges such as ensuring quality assurance, cultural integration, regulatory compliance, and maintaining academic standards across diverse educational landscapes. Bringing in perspectives from across the education sector, this session will explore how TNE activities can be managed effectively, foster global educational access and ensure quality student experience.

Michael Peak, Head of Education Research, British Council

Jane Rexworthy, Managing Director at People 1st International

Chair: Luke Gallagher, Membership Sales Manager, UK ENIC

Jonathan Ledger, TVET Skills and Professional Bodies Specialist, International Education Team, Department for Business and Trade

This session looks at how education providers and industry prepare a skilled workforce, equipped and ready with the core skills needed for the future world of work.

From international relationships to political instability to pandemics and regulatory pressure, our experienced speakers will look at factors affecting the workplace and use case studies to explore the links between education and industry.

Focusing on microcredentials in upskilling, the role of AI and the importance of lifelong learning, the session will also address key challenges to providing the learners of today with the skills needed to be the successful workers of tomorrow.

This promises to be an engaging session with opportunity for audience questions and discussion.

Breakout sessions D



15:00 – 15:50

Sessions and rooms

Auditorium	Aldgate	Bishopsgate	Dowgate	Cripplegate
Panel: English Language	Recognition of Microcredentials	How Green is my Campus?	Internationalisation and Sustainability	AI and ACCA

Session descriptors

Panel: English Language	Auditorium
<p>Cathy Jones, Assessment Development Specialist, LanguageCert</p> <p>Sandy Bhangal, Executive Director of Strategy and Global Growth, ETS International UK</p> <p>Beatrice Segura Harvey, Language and Higher Education Manager, Ecctis</p>	<p>Chair: Chris Lyons, Head of External Engagement, UK ENIC</p> <p>This lively panel will provide an in-depth discussion on some of the most pressing issues within English language and international education.</p> <p>Our panellists will provide insight into areas including student readiness, assessment, best practice, policy, and the future of English language within the sector.</p>

Recognition of Microcredentials	Aldgate
<p>Axel Desein, Research Operations Manager UK ENIC</p>	<p>Accessibility and flexibility are pertinent themes of our time, with microcredentials seemingly presenting a unique opportunity for accessible and flexible education. But do they measure up? How can we be certain about their quality? This session will focus on microcredentials, recognition, and the opportunities and challenges presented by them. Are microcredentials the future of education?</p>

Dr. Paul Vare, EdD Course Leader School of Education & Science, University of Gloucestershire, & Chair of the National Association for Environmental Education.

Georgia Evison, Study Abroad Officer, University of East Anglia

Chair: Lea Hunnings, Training and Events Manager, UK ENIC

A number of HEIs are winning awards and showcasing best practice related to the environment and sustainability. We are delighted to be joined for this session by Georgia Evison, Study Abroad Officer, University of East Anglia and Dr Paul Vare, EdD Course Leader, University of Gloucestershire and Chair of the National Association for Environmental Education, who will provide insight into their work in these areas.

Georgia will share her experiences developing a Sustainability Guide for Study Abroad students implementing grassroots activity to support sustainability within international mobility, whilst Paul will provide insight into his work on A Rounder Sense of Purpose, a competence framework developed to underpin educators' capabilities across core areas related to sustainability, which was the winner of the International Green Gown Award, Next Generation Learning and Skills category 2021. The session will also provide an opportunity for delegates to share their own experiences, challenges met, and learnings, facilitating a wider dialogue for the industry regarding the complex area of international education and sustainability.

Will Archer, Co-Founder International Education Sustainability Group

John Crick, Director, Partnerships UK & Europe – International Education Sustainability Group

Chair: Jodie Duffy, Head of Information Development, UK ENIC

Is internationalisation sustainable? What does the term 'sustainability' mean within the international education sector?

This session will consider how international activities can be both sustainable and successful for the institutions embarking upon them. In the process we will consider some of the ways in which sustainable activities might be defined.

Alistair Brisbane
*Head of Technology
Research, ACCA*

**Chair: Jude King, Associate Director, Admissions, Enquiries
and Fulfilment, University of Liverpool**

Enabling trust in an AI world. This session will look at how AI is used in business and education contexts. Using the experiences and insights from the finance sector, the session will look at how EdTech and AI can be embraced to identify the suitability and readiness of graduates for the world of work.

How is AI being integrated into education practices? Can the education sector learn from business experiences and adapt them into their processes for identifying candidates?

Break and refreshments 15:50 – 16:20

End of day plenary 16:30 – 17:00

Gala Dinner

Pre-dinner drinks 18:30

Gala Dinner Meal 19:30 – 22:00

Join us for a memorable evening featuring drinks and a three-course dinner, as well as entertainment. The evening will culminate with the inaugural Ecctis Awards Ceremony, celebrating best practices in admissions functions across the UK and internationally, with awards in six categories.

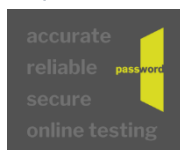
Ecctis Award categories:

- Best UK based admissions team for diversity and inclusivity
- Best UK based admissions team for digital and technological innovation
- Best UK based admissions team for sustainability and environment
- Best UK based admissions team for international student experience
- Best UK based admissions team (overall)
- Best overseas admissions team (overall)

Please note, tickets are limited in capacity, therefore, if you would like to attend, please book early to avoid disappointment. Admission to the Gala Dinner and Ecctis Awards Ceremony is **not** included in conference registration. This can be booked separately [here](#).

*Please note that these awards are not bestowed by and do not carry any endorsement by either UK ENIC, the Department for Education or any other department of His Majesty's Government.

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Day Two



Day Two

08:30 - 10:00 *Registration, refreshments & networking*

10:00 - 11:00 *Question Time Panel*

11:00 - 11:30 *Break & refreshments*

11:30 - 12:20 *Breakout sessions E*

12:30 - 13:00 *Breakout sessions F*

13:00 - 14:00 *Lunch*

14:00 - 14:50 *Breakout sessions G*

15:00 - 15:30 *Closing plenary*

10:00 – 11:00 Question time panel

Insights for Internationalisation

Auditorium

Professor John Dishman, Pro-Vice Chancellor and CEO of Coventry University Group

Heather Knight, Head of Advice and Training, UKCISA

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

Chair and Speaker: Tracy Ferrier, Director, Skills Transform Ltd

What are the opportunities and challenges that the education sector currently faces?

Our distinguished panel will consider some of the key issues affecting the sector and what this might mean for the future of education and **internationalisation**. They will consider if and how closer collaboration across the education sectors can be both positive and mutually beneficial. Panellists will share their thoughts on what the opportunities and challenges might mean for the student experience.

Break and refreshments 11:00 – 11:30

Breakout sessions E



11:30 – 12:20

Sessions and rooms

Auditorium	Aldgate	Bishopsgate	Dowgate	Cripplegate
Panel: Graduate student voice	The UK Education System	Nursing and Labour Market Needs	How to Approach Latin America	Fraud and HEIs

Session descriptors

Panel: Graduate Student Voice

Auditorium

Student Ambassadors, UKCISA

Chair: Ross Porter, Vice Chair of the Trustees, UKCISA

Employability and post-graduation opportunities are major incentivisers for international students choosing to have their education in the UK. But are the students getting what they'd hoped for from the experience? We are led in this debate by recent graduates drawn from a range of fields and institutions discussing their expectations and hopes, and the reality of post-graduation life. Join us to understand the student perspectives and have an opportunity to reflect on your institutional practice.

The UK Education System

Aldgate

Oliver Pritchard, Membership Services Executive, UK ENIC

Xènia Corominas, Membership Accounts Executive, UK ENIC

This session, led by UK ENIC, will drill down into the finer details of the UK education system and its qualifications, quality assurance and accreditation practices. It will explore how and why UK qualifications are attractive to many international students. The session will explore student routes based on genuine case studies and documentation.

**Aligning Educational Pathways with Healthcare Demands:
A Nursing Education Journey from Recruitment to Practice**

Bishopsgate

Jodie Walker-Haywood, Senior Lecturer and International Lead for the International Nursing Cohort

Chair: Zoe Bullen, Head of Sectoral Evaluation Services, UK ENIC

This session will explore the critical alignment between nursing education and labour market needs, emphasising the student journey from initial recruitment to successful entry into healthcare roles. With a focus on the University of Worcester's Nursing School, it will examine how partnerships with the NHS and international recruitment strategies address workforce demands. By highlighting the steps from application through academic preparation, healthcare placements, and into professional practice, this presentation will showcase effective strategies for attracting, supporting, and graduating future-ready nursing professionals in an evolving healthcare landscape.

How to Approach Latin America

Dowgate

Simon Terrington, Director, EdCo LATAM Consulting

Chair: Raya Yankova, Events and Partnership Executive, UK ENIC

Sending markets are never a static entity, and changes in immigration policies as well as wider demographic developments ensure that this is an ever-evolving space.

This session considers the context of the wider Latin American market and spotlights on a number of key countries. It will reflect on the motivations for students to study internationally, the challenges and opportunities they face, and specific factors for institutions to consider when engaging with this market. An analysis of popular study areas will also be undertaken.

Fraud and HEIs

Cripplegate

Jack Gunnell, Head of Counter Fraud and Verification, UK ENIC

Chair: Alison Woolnough, Deputy Director Global Education Partnerships

In this session, we learn about the day-to-day experiences of fraud that a UK higher education institution encounters in

Elisabeth Nietsch, *Manager of International Admissions (Marketing and Communications) Bournemouth University*

their international, recruitment, applications and enrolment activities.

During this conversation, Jack Gunnell, Head of Counter Fraud and Verification, will be asked about the ways in which UK ENIC responds to encountering fraud or receiving fraud enquiries, and explains how its services may be able to help and reassure members. Elisabeth Nietsch, Manager of International Admissions at Bournemouth University, provides the perspective of the institution experience of fraud.

Our speakers shed light on the difficulties in keeping vigilance of practices that are constantly evolving, changing and challenging the sectors ways of working.



Breakout sessions F

12:30 – 13:00

Sessions and rooms

Auditorium	Aldgate	Bishopsgate	Dowgate	Cripplegate
LanguageCert	Discussion Hub: Equality, Diversity and Inclusion	Talent Trends	ProspectsHedd	-

Session descriptors

LanguageCert - Combining Human Judgement and Technology for Test Integrity Sponsor Session	Auditorium
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Alison Woolnough, Deputy Director Global Education Partnerships

Dominic Vadgama, Senior Product Manager

Both from LanguageCert

Chair: Beatrice Segura Harvey, Language and Higher Education Manager, Ecctis

Any reasonable discussion of the development of AI systems stresses the importance of ‘keeping humans in the loop’. The same principles of bringing together human judgement and expertise with the power of technology apply to countering the threat AI poses to test security and integrity. This session will look at how human proctors, the use of cameras and specialist software can be combined to negate the misuse of AI and reduce fraud.

Discussion Hub: Equality, Diversity and Inclusion	Aldgate
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Our discussion hubs give you the opportunity to discuss core and current issues with others working in International Education. This session covers Equality, Diversity, and Inclusion, and is an opportunity to explore the issues surrounding inclusion and diversity within your own institution. It provides a forum to consider best practice, any challenges, any areas of concern, opportunities, and future considerations.

Our discussion hubs are led by you and are informal small group discussions. Some steering questions will be provided as a starter, but conversations will be fluid, dynamic, and interactive.

**Kate Shoesmith, Deputy
CEO, Recruitment and
Employment Confederation**

Chair: Luke Gallagher, Membership Sales Manager, UK ENIC

In a world of changing politics, pandemics, rapidly emergent technology and evolving student expectations, it can seem impossible for institutions to future proof and predict the future. Nevertheless, informed predictions can be made around demographic developments, talent trends and global needs. This session aims to fill in some of the dots between the now and the increasingly hazy future.

**Chris Rea, Head of Strategic
Relationships, Prospects
Hedd**

**Chair: Zoe Bullen, Head of Sectoral Evaluation Services,
UK ENIC**

Hedd is frequently approached by prospective students keen to establish the bona fides of learning providers that don't have an obvious footprint in the sector. We have recently dealt with several cases where it wasn't possible to say yes, this is a legitimate higher education provider or no, this is a diploma mill.

The problem is a lack of transparency. How reliable are the accreditation claims made by these providers? How are their pathway qualifications delivered? Do they really have the connections with universities that they claim?

If it is difficult for sector practitioners to answer these questions, what must it be like for prospective international students? Do they really understand what they have signed up and paid for? Using examples from recent investigations, we will explore this opaque world and ignite a discussion on what the sector can do to help international students make sense of it all.

Lunch networking and refreshments 13:00 – 14:00

Breakout sessions G



14:00 – 14:50

Sessions and rooms

Auditorium	Aldgate	Bishopsgate	Dowgate	Cripplegate
Panel: International Branding	Trust in AI	-	AI and Managing the Student Journey	-

Session descriptors

Panel: International Branding	Auditorium
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Mark Allen,
*International
Director, East
Sussex College,*

**Charley
Robinson, Head
of Global
Mobility, UUKI**

Jacqui Jenkins,
*Global Lead for
International
Student Mobility,
British Council*

**Chair: Nancy Cooke, Director of International Development
Co Vice Chair / British Universities International Liaison Association**

Our cross-sector panel will take a close look into how the UK brands itself internationally. Discussion will consider the integrity of branding and whether the brand meets students' expectations. Does the story reflect the reality?

Speakers will explore whether, in a world of internationalisation, the UK still retains any USPs in comparison to other competitors, both established and emerging. Our panel will consider whether we are presenting the UK in a way which remains attractive to the new generation of international students who have more choice than any before them.

Trust in AI	Aldgate
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Cato Rolea,
*Assistant
Director of Digital
Transformation,
UK ENIC*

Artificial Intelligence has been developing for decades, from early machine learning automation to today's advanced Generative AI systems like ChatGPT. This session will explore how AI is promising to transform education, enhancing learning, providing data-driven insights, and augmenting programme delivery. We'll also examine the potential of generative AI in streamlining admissions, augmenting the student experience, and supporting the expansion of Transnational Education Programmes.

Join us for a dynamic and thought-provoking discussion on how AI is reshaping the future of education, offering novel ways to complement traditional approaches in the sector.

AI and Managing the Student Journey

Dowgate

**Chris
Gibson,
Sales
Manager,
Gecko**

Chair: Becky McKernan, Head of Membership, Training and Events

Continuing the theme of ever-increasing use of, and trust in, Artificial Intelligence, this session explores AI within the context of the student journey.

**Jonny
Richardson,
Head of AI,
Gecko**

This will be a practical and interactive session considering the power and potential of AI in education and how it can help both your recruitment processes and student management.

Closing plenary 15:00 – 15:30

Please note all sessions, allocated rooms, and speakers are subject to change.