

Enterprise and Innovation in HE

Enhancing employer engagement,
meeting global challenges

Thursday 16th October 2008, The Royal Society, London SW1



Sir Michael Rake

Chairman, British Telecom plc and
Chair, UK Commission for Employment
and Skills (UKCES)



The demand for higher education to be responsive to business and to increase innovation and enterprise has never been more important or higher up the agendas of the government and funding councils.

To maintain good relations, there is an assumption that universities and colleges just need to respond to business demand. In a series of reports that will be discussed at this conference, the Council for Industry and Higher Education (CIHE) questions this supply/demand approach. The conference will consider how universities, colleges and businesses can work together in mutually beneficial partnership to encourage enterprise and innovation.

This highly topical conference for senior university and college leaders, business and enterprise organisations, employers and policy-makers will address current assumptions, give participants the opportunity to hear at first hand about recent research, discuss the implications and give their perspectives on how future policy and practice should evolve.

Delegates will receive their own copies of the three CIHE reports on engagement with business, the role of HE in developing enterprising graduates and the final report on Global Horizons.

Speakers include:

Professor Deian Hopkin

Vice-Chancellor and Chief Executive,
London South Bank University and
Chair, Universities UK Skills Task Group

Dr Jennifer Barnes

President, Murray Edwards College,
Cambridge and formerly Director of
Global Education, BP

Gordon Frazer

Managing Director, Microsoft UK

Dr Theresa Crowley

Research Director, Organisational
Impact and Learning, NESTA

Keith Dugdale

Director of Global Recruitment, KPMG

Three **FREE** reports by CIHE and
partners in each delegate pack

Agenda (subject to change)

09:15 Registration, refreshments and exhibition

1 SESSION ONE

- 10:00 **Welcome and Introduction by Chair**
- 10:10 **From Influence to Collaboration: business and higher education ensuring the UK's competitiveness**
Sir Michael Rake, Chairman, British Telecom plc and Chair, UK Commission for Employment and Skills (UKCES)
- 10:30 **Developing Global Citizens: what global businesses seek in graduates**
Keith Dugdale, Director of Global Recruitment, KPMG
Will Archer, Director, i-graduate
- 10:50 **Knowledge Intensive Businesses: the university contribution**
Gordon Frazer, Managing Director, Microsoft UK
- 11:10 **Questions and discussion**
- 11:30 **Refreshments, networking and exhibition**

3 SESSION THREE

- 14:00 **Panel Debate**
Employability, STEM and Global Graduates
Professor Deian Hopkin, Vice-Chancellor and Chief Executive, London South Bank University and Chair, Universities UK Skills Task Group
Dr Chris Moore, Director, Venture Capital, University Investment, Kodak External Alliance
Mike Carr, Chief Science Officer, BT
Dr Jennifer Barnes, President, Murray Edwards College, Cambridge and formerly Director of Global Education, BP
- 15:00 **Refreshments, networking and exhibition**

2 SESSION TWO

- 12:00 **Focus Seminar Sessions**
Delegates will have the opportunity to attend a focused seminar session. Seminar sessions are designed to be interactive and will be facilitated by experienced professionals. Indicate your choice of seminar on the booking form. The seminars are repeated in session four.
- A1 Workforce Development: what can we learn from the US?**
Ron Williams, American Association of Community Colleges (AACC)
John Widdowson, Principal and Chief Executive, New College Durham and Chair, Mixed Economy Group of Colleges (MEG)
- A2 Developing Enterprising Graduates: the framework being proposed**
Keith Herrmann, Deputy Chief Executive, Council for Industry and Higher Education (CIHE)
Dr Theresa Crowley, Research Director, Organisational Impact and Learning, NESTA
Professor Paul Hannon, Director of Research & Education, National Council for Graduate Entrepreneurship (NCGE)
Philip Ternouth, Associate Director R&D and Knowledge Transfer, Council for Industry and Higher Education (CIHE)
- A3 Influencing higher education through collaboration**
Helen Connor, Associate Director, Council for Industry and Higher Education (CIHE)
Wendy Hirsh, Independent Researcher and Consultant
- 13:00 **Buffet lunch, networking and exhibition**

4 SESSION FOUR

- 15:30 **Focus Seminar Sessions**
Delegates may attend one of the following three seminars repeated from session two. Seminar sessions are designed to be interactive and will be facilitated by experienced professionals. Indicate your choice of seminar on the booking form.
- B1 Workforce Development: what can we learn from the US?**
Ron Williams, American Association of Community Colleges (AACC)
John Widdowson, Principal and Chief Executive, New College Durham and Chair, Mixed Economy Group of Colleges (MEG)
- B2 Developing Enterprising Graduates: the framework being proposed**
Keith Herrmann, Deputy Chief Executive, Council for Industry and Higher Education (CIHE)
Dr Theresa Crowley, Research Director, Organisational Impact and Learning, NESTA
Professor Paul Hannon, Director of Research & Education, National Council for Graduate Entrepreneurship (NCGE)
Philip Ternouth, Associate Director R&D and Knowledge Transfer, Council for Industry and Higher Education (CIHE)
- B3 Influencing higher education through collaboration**
Helen Connor, Associate Director, Council for Industry and Higher Education (CIHE)
Wendy Hirsh, Independent Researcher and Consultant
- 16:30 **Close of conference**

PURPOSE OF THE CONFERENCE

Specifically this conference will:

- » Demonstrate how **business demand for learning** gets articulated and converted into higher education supply
- » Launch a **major report** which has been supported by DIUS, HEFCE, UUK, the Welsh Assembly Government and others; it reveals **how collaboration is at the heart of successful engagement** and suggests some important lessons for all HE providers
- » Show how **colleges** have a central role to play in **up-skilling the workforce**
- » **Compare US and UK approaches to workforce development** and the roles of US Community Colleges and UK FE Colleges
- » Consider how universities and colleges can best play to their mutual strengths and hear from **speakers from the American Association of Community Colleges**
- » Explain how the UK can **develop more enterprising graduates** who can constructively question and offer new ideas
- » Discuss suggestions and the **implications for all universities and colleges** assembled **by a team of international experts from CIHE, NESTA and NCGE**
- » Examine how businesses and HE providers can work together to better **attract more international students to study in the UK** and **encourage more UK students to study overseas**
- » Launch the **final report in the CIHE series on Global Horizons**
- » New i-graduate research will reveal **what a selection of overseas students think about their UK higher education** experience; the survey captured their views 2, 3 and 5 years after graduation from a selection of UK universities
- » Set out **what knowledge intensive businesses** (including technology based, creative industries) **seek from universities and colleges** in terms of graduates, post-graduates, research and knowledge exchange

SPONSORSHIP AND EXHIBITION OPPORTUNITIES

The Enterprise and Innovation in HE Conference will attract a diverse audience of top level decision-makers and key policy professionals. Sponsoring or exhibiting at this event creates an efficient and cost-effective channel to reach this influential audience. Our dedicated sponsorship team will be happy to create a bespoke package tailored to your needs. Examples of the kind of sponsorship opportunities on offer include:

Branding, affinity, sponsorship of seminars, specialist zones/areas, web-marketing, press opportunities, launches, direct mail and longer-term projects linked to campaigns and PR strategy.

To learn more about these exciting opportunities please contact: **Matthew Harfield:** Tel: **020 7324 4362**. Email: **matthew.harfield@neilstewartassociates.co.uk**

UNABLE TO ATTEND?

Find access to the materials online at **www.policyreview.tv** after the event. Downloadable documents are only £99.00 + VAT (£116.33). Downloadable documents and podcasts are £150.00 + VAT (£176.25). **www.policyreview.tv** has exclusive access to all Neil Stewart Associates events- for more details visit us online. Annual web subscriptions start at £450.00 + VAT (£528.75).

WHO SHOULD ATTEND

From Higher Education:

- Vice-Chancellors, Rectors and Chief Executives
- Pro-Vice-Chancellors
- Registrars
- Deans and Directors of Further Education
- Heads of Faculty and School
- Aimhigher and Widening Participation Directors and Managers

From Further Education:

- Principals and Chief Executives
- Deputy, Assistant and Vice-Principals
- Governors
- Heads of Sixth Forms
- HE Coordinators and Programme Directors

From HEIs and FECs:

- Collaboration Directors and Managers
- Directors of Regional Partnerships
- Directors of External Relationships
- Directors of Operations
- Strategic Planning Directors
- Directors of Learning and Development
- Directors of Curriculum Development
- Directors of Programmes
- Directors of Quality and Standards
- Directors of Student Recruitment
- Directors and Heads of Marketing
- Heads of Employer Engagement
- FE-HE Development Managers
- Business Development Managers and Directors
- HE in FE Managers

Representatives from the following would also benefit:


- Chairs and General Managers of Lifelong Learning Networks
- Learning and Skills Councils
- Sector Skills Councils
- Local and Regional Development Agencies and enterprise organisations
- Directors of Regional Skills and Business Partnerships
- Trade Associations
- Professional Associations and Societies
- Employer HR and training directors involved in strategy


Enterprise and Innovation in HE


Enhancing employer engagement,
meeting global challenges

Thursday 16th October 2008, The Royal Society, London SW1

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/jb258

 **Post:** Neil Stewart Associates Ltd, PO Box 39976, 2nd Floor, 1 Benjamin St, London EC1M 5YT

Alternatively call us on **020 7324 4330** or email us at **customer.services@neilstewartassociates.co.uk**

Delegate Information

jb258

Booking Code

Delegate Rate

£340.00 + VAT (£399.50)

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.

Title (Mr/Ms/Dr/Prof/Other) _____

Full Name _____

Position _____

Organisation _____

Sector Central Govt. Local Authorities Non-Departmental Public Body

Public Sector Education / Skills Commercial 3rd Sector / Not for Profit

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

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

Seminar Selection

You may attend one seminar in Session Two of the conference and one in Session Four. Places are allocated on a first-come, first-served basis. Please circle your choice below:

Session Two:

Seminar A1 A2 A3

Session Four:

Seminar B1 B2 B3

Unable to attend?

I am unable to attend this event please give me access to the materials online at **www.policyreview.tv** after the event.

Downloadable documents only **£99.00 + VAT (£116.33)**

Downloadable documents and podcasts **£150.00 + VAT (£176.25)**

Please indicate your method of payment in the how to pay section.

www.policyreview.tv has exclusive access to all Neil Stewart Associates events - for more details visit us online. Annual web subscriptions start at £450.00 + VAT (£528.75)

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. Cancellations made in writing before **Friday 26 September 2008** will be subject to an administration fee, amounting to 35% of the liable fee. All cancellations made after this date will be liable for the full delegate fee. Although 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 websites like www.policyreview.tv. If you do not wish to be videoed, your voice recorded or your photograph taken please email 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.

Images: © www.istockphoto.com