



Press Release

Actively Engaging Employers

Higher Education Academy Subject Centre for Business, Management, Accountancy and Finance (BMAF)

On 28th and 29th April, more than 150 delegates will attend the fourth Annual BMAF conference, at the St David's Hotel in Cardiff, to further develop the partnership between Higher Education and Employers.

Helen Connor, from the Council for Industry and Higher Education (CIHE), will be one of the keynote speakers, presenting the key findings of her recent research report, entitled "Influence through Collaboration: Employer Demand for Higher Learning and Engagement with Higher Education".

Josephine Greene, Senior Director of Trends and Strategy at Philips Design will present examples of good practice of higher education and employer partnerships. The theme of her presentation will be "Thinking, Being, and Doing Things Differently: Future Skills, Future Employees and Future Employers".

On the second day, **Wendy Stubbs**, from the Quality Assurance Agency (QAA) will provide guidance for quality assuring partnerships between Higher Education Institutions and Employers.

Engaging employers is on the agenda for everyone – government, academics, students and parents, and the employers themselves, in their need for graduates in their workforce. The BMAF Annual Conference will provide an opportunity for delegates to find out more about the current UK context and to share innovative practice, in higher education, relating to this important theme.

The conference theme will be sub-divided into six streams:

- Sustainability
- Enterprise and Entrepreneurship
- International Dimensions
- Technologically Enhanced Learning
- Employability and Employee Learning
- Lifelong Learning

Paper sessions, workshops and presentations for each of these streams, will be led by academics, and representatives from across the business sector.

Outputs from the conference will be available on the Higher Education Academy Subject Centre Website at: <http://www.heacademy.ac.uk/business/>

The University of Glamorgan is sponsoring the conference in partnership with BMAF

Further information:

Higher Education Academy

www.heacademy.ac.uk/

BMAF Subject Centre

www.heacademy.ac.uk/business

Council for Industry in Higher Education

www.cihe-uk.com

"Influence through Collaboration: Employer Demand for Higher Learning and Engagement with Higher Education" report

<http://www.cihe-uk.com/docs/0809CollabSummary.pdf>

Quality Assurance Agency for Higher Education (QAA)

<http://www.qaa.ac.uk/aboutus/default.asp>

For any additional information about this press release or the BMAF Annual Conference, please contact:

- Karen Pettit, Centre Administrator kpettit@brookes.ac.uk or
- Brenda Eade, Associate Director beade@brookes.ac.uk