

**HELOA New Practitioners' Conference**

Holiday Inn, Liverpool City Centre

Thursday 31st May to Friday 1st June 2018

**Thursday 31st May**

12:00 **Registration and Lunch**

13:00 **An introduction to HELOA and how the association can support you**

Emma Hall, UK Vice- Chair Training

13:45 **Overview of the current HE Sector and the Challenges we face**

Robbie Pickles, HELOA UK Chair

14:15 **Engaging your student ambassadors**

Luke Gordon-Calvert, Widening Access Officer, University of Derby

15:15 **Break**

15:30 **Student Finance Overview**

Jon Legg, Student Loans Company

This session will provide delegates with an overview of the financial support available to students when applying to university.

16:30 **Using social media to target and engage young people**

Effy Alexandrou, King’s College London

Using the case study of how the widening participation department at King’s College London has embedded social media into its outreach work, this session will explore the impact social media can have on young people. The workshop will also provide top tips on devising a digital communications strategy for outreach.

5.30pm **Free time**

6.45pm **Networking drinks**

7.15pm **Dinner**

**Friday 1st June**

09:00 **Building Positive Working Relationships with Academic Colleagues**

Helen Walker, School and College Engagement Senior Officer, Sheffield Hallam

10:00 **Introduction to Safeguarding and Child Protection**

Dr Hilary Dixon, Director and Head of Student Administration, University of Liverpool

11:00 **Break**

11:15 **Mastering presentations: Preparing yourself for any audience**

Patricia Sullivan, Widening Participation Manager, University of Cambridge

12:45 **Lunch and Depart**