



The HELOA UK New Practitioners' Conference

The Queens Hotel, Leeds

Monday 19 October and Tuesday 20 October 2015

The Conference will provide a high-quality national training opportunity, allowing participants at the beginning of their career in schools liaison to share best practice and to build networks with other Higher Education professionals from across the sector. The programme covers a range of issues in Higher Education common to a variety of roles, and is aimed at staff in their first 12 months of outreach, schools liaison, widening participation or access, student recruitment and marketing posts, including graduate interns.

The residential nature of this event will allow participants to get to know other HELOA colleagues and create cross-institutional links.

Conference fees:

£185 for HELOA members
£250 for non-HELOA members

The conference fee includes:

- All course costs
- Overnight accommodation at the Queens Hotel on 19 October
- Lunch on 19 October and 20 October
- Evening meal on the 19 October
- Breakfast on the 20 October

Please allow extra money for evening drinks and transport costs.

Delegates will receive a certificate of attendance detailing sessions in which they participated.

Monday 19 October

- 12.00pm **Lunch, registration and ice breaker**
- 1.00pm **An introduction to HELOA and how the association can support you**
Mike Nicholson, HELOA UK Chair
- 1.15pm **'Know your HEFCE from your HESA: a beginners' guide to UK HE terminology'**
Mike Nicholson, HELOA UK Chair

This interactive workshop will set the context for the Conference by introducing delegates to a range of terms, acronyms and professional bodies which relate to Higher Education. The session will also briefly address UK qualification reform.

- 1.45pm **Engaging student ambassadors in your schools liaison work**
Angela Morris, University of York
This workshop will focus on the methodology of using student ambassadors and volunteers in outreach and schools liaison work, identifying key challenges and solutions.
- 2.30pm **Introduction to Child Protection**
Melissa Mead, University of Oxford
This workshop will provide delegates with knowledge of current legislation on Child Protection in the UK with practical advice on how this affects schools liaison work using case studies.
- 3.15pm **Break**
- 3.30pm **Basics of personal safety**
This workshop will explore issues around personal safety at work, including advice on how to implement lone working and travel policies within your own institution.
- 4.30pm **Virtual engagement 'how to': social media and digital communications for outreach**
This workshop will give top tips on how to devise an effective digital communications strategy for outreach. Delegates will also learn about the highs and lows of running virtual events.
- 5.15pm **Free time**
- 6.30pm **Meet for dinner**

Tuesday 20 October

- 9.00am **Presentation skills workshop 1: Fundamentals**
Dr Eleanor David, HELOA UK Conference Officer
Dr Rebecca Fisher, HELOA UK Conference Officer
This practical workshop will allow delegates to develop their presentation skills, allowing them to explore features of engaging and audience-appropriate presentations.
- 10.15am **Know your brand – Who/what defines your university and where do you fit in?**
Anne Coxhead, Newcastle University
This workshop will introduce basic principles of marketing linked in particular to institutional reputation, encouraging delegates to think about their own institution's USPs and where their role and projects fit in to the wider university.
- 11.15am **Break**

11.30am **Presentation skills workshop 2: Pitching your institution**

Dr Eleanor David, HELOA UK Conference Officer
Dr Rebecca Fisher, HELOA UK Conference Officer

This workshop will allow delegates to put the theory from the Fundamentals Presentation skills workshop and the 'Know your brand' workshop into practice. Groups will have the opportunity to design their own presentations on their institution's USPs, adapting key messages for different audiences.

1.00pm **Lunch and evaluation**

2.00pm **Depart.**

Eleanor David, NPC Coordinator, HELOA Conference Officer

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