



The HELOA UK New Practitioners' Conference

The Queens Hotel, Leeds

Monday 20th October and Tuesday 21st October 2014

This year the HELOA UK New Practitioners' Conference will be held at the Queens Hotel, Leeds on Monday 20th October and Tuesday 21st October 2014. The conference is designed to share best practice between people who are at the beginning of their career in schools liaison, allowing them to build networks with other HE professionals at the same stage.

You will be able to explore a range of issues in HE liaison common to a variety of roles, including communication and presentation skills, coordination of large-scale events, and your own institution's reputation and brand. Other sessions will cover personal safety, child protection and engaging students and staff in outreach projects.

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

Conference fees:

£175 for HELOA members

£240 for non-HELOA members

The conference fee includes:

- All course costs
- Overnight accommodation at the Queens Hotel on 20th October
- Lunch on 20th October and 21st October
- Evening meal on the 20th October
- Breakfast on the 21st October

Please allow extra money for evening drinks and transport costs.

You will receive a certificate of attendance detailing workshops in which you participated.

Monday 20th October

12:00pm **Lunch, Registration and ice breaker**

1.00pm **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 bodies which relate to Higher Education

2.00pm **Engaging student ambassadors and staff in your schools liaison work**

Mutty Dad, University of Bradford & Eva Dring, University of Cambridge

This workshop will focus on the methodology of using student ambassadors and volunteers in outreach work, identifying key challenges and solutions. It will also cover top tips for effective working with academics and professional support staff within your institution

3.00pm **Break**

3.15pm **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

3.45pm **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 **Event management 101: Top tips for running a successful large-scale event**

Rachel Jones & Sarah Smith, University of Teesside

This practical workshop will give top tips on how to plan and run a successful Open Day, schools event or UCAS convention. Delegates will also learn about the highs and lows of virtual Open Days

5.15pm **Free time**

6.15pm **Meet for dinner**

Tuesday 21st October

9.00am **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

10.00am **Presentation skills workshop 1: Fundamentals**

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

This practical workshop will allow delegates to develop their presentation skills, allowing them to explore features of engaging and audience-appropriate presentations

11.15am **Break**

11.30am **Presentation skills workshop 2: Making student finance accessible**

Beginning with an update on the student finance landscape across the UK, this workshop will allow delegates to put the theory from the Fundamentals Presentation skills workshop into practice. Groups will have the opportunity to design their own presentations on student finance, adapting key messages for different audiences. Delegates will also be introduced to student finance and budgeting resources for practitioners

1:00pm **Lunch and Evaluation**

2:00pm **Depart**

If you have any queries about the NPC, please contact:

Dr Eleanor David

NPC Coordinator

HELOA UK Conference Officer, based at the University of Oxford

npc@heloac.ac.uk