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#HELOAconference

# HELOA

## National Conference update 2025

Registered Charity numbers: 1182953  
(England & Wales) and SC050285  
(Scotland)

## Timeline

- Call for sessions out now
- 5<sup>th</sup> Sept – National session info released and awards launch
- 23<sup>rd</sup> Sept – National Launch
- W/C 28<sup>th</sup> Oct – cap lifted for 5 full delegate places if there are spaces left
- 21<sup>st</sup> November National bookings close 4pm

## Awards

- Commendations of contribution.
- 1. Award for best practice in widening participation, outreach, and access.**
- 2. Award for best practice in student recruitment.**
- 3. Award for best postgraduate initiative
- 4. Award for undergraduate initiative.
- 5. Award for best small or low budget initiative

## Awards

- Each award category is available for sponsorship, Sponsor gets to be on the shortlisting and judging panel.
- Suggest judging panel includes:
  - Representative of the Award Sponsor
  - Sector specialist
  - Executive Member
- Shortlisting will be institution blind.
- Shortlisting will be based on a published scoring framework.
- For all awards there be a two-stage process:
  - STAGE 1 - Panel meet online to score submissions.
  - STAGE 2A - Flagship awards - published to web, conference presentation and member voting
  - STAGE 2B – For all other awards Sponsor reviews shortlist and selects winner.

## Workshops

- 8 choices
- Free session still available but recommend only select one
- Strands are
  - Student recruitment
  - Widening participation
  - Student recruitment and widening participation
  - Post Graduate
  - Marketing
  - Other
  - Leadership
- Each workshop will have a networking session. EG
  - Workshop 1 will have a networking session for the PG workshop
  - Workshop 2 will be a WP networking session for the WP workshop

# Useful things to know

## Gala dinner theme

HELOA's 35th Birthday!

Delegates choosing to add the gala dinner on will need to arrange their own accommodation.

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## Costs

Full delegate (226 places available)	£600pp
Wednesday day delegate (90 places available)	£150pp
Thursday day delegate (90 places available)	£180pp
Friday day delegate (90 places available)	£160pp
Gala dinner (limited amounts)	£55pp

## Sessions we need speakers for

Data analytics

Hosting engaging recruitment events

Working in collaboration with external companies to deliver outreach activities

How to effectively provide IAG

How to make Outreach sessions more skills focused

Running an effective summer school

Innovative ways to capture feedback from prospective students and applicants

Budget management

Working with mature students

Measuring impact of conversion activity

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OfS targets and expectations and the changing landscape of outreach

Delivering open days and offer holder days

Postgraduate Widening Participation; approaches to evaluation

Raising attainment in pre-16

Recruitment faculty events - what works and what doesn't

Supporting estranged students and/or underrepresented groups

Developing unique sessions (e.g not student finance, why HE etc)

Metacognition and how it has been used in WP projects

Student engagement and retention

Strategic decision making, particularly relating to APP

UG to PG progression initiatives

Thinking strategically/management mindset and how to get into this.

Utilising relationships in wider teams (such as CRM, Marketing etc)

[Expression of interest form](#)