

**Professional Development Conference**

**Management and Leadership**

**Wednesday 19th November, 2025, 10:00 – 15:30**

**Online**

10:00-10:15 **Registration and Welcome**

10:15-11:00 **Impact and Influence (Part 1) - Katherine Grice & Maria Peters, Topbird Coaching Limited**

Topbird is a training and coaching consultancy. This session will offer leaders practical tools and techniques to communicate with clarity, confidence and courage. In these challenging times for the higher education sector, we will explore how to motivate people through change.

11:00-11:15 **Comfort Break**

11:15 - 12:00 **Impact and Influence (Part 2)**

Session continues

12:00-12:30 **Breakout/Networking Session**

Attendees will be split into breakout rooms. This will be an opportunity to discuss topics relevant to the conference today and to network with fellow professionals.

12:30-13:30 **Lunch Break**

13:30-14:15 **Beyond the Day-to-Day: Shaping the Future of Student Recruitment Through Strategic Thinking. Jim Calcutt - Winchester University**

The aim of the session is for everyone to leave with a plan on how to think more strategically about their work, including the use of data to inform decision-making, and to develop a broader strategic approach to managing a student recruitment team.

14:15-14:30 **Comfort Break**

14:30-15:15 **Protecting Your Team From Burnout. Alison Brooks, Student Recruitment Team Leader, University of Salford**

In today’s increasingly competitive higher education environment, it’s often our teams who feel the pressure first. With fewer people, growing expectations, heavier workloads and tighter budgets, the strain can easily take a toll on wellbeing. There’s always another event, another night away, another reason to push through – but it’s important to pause and ask: at what cost? Just because we could keep going doesn’t mean we should; it’s crucial to recognise when the balance between work and life begins to tip. During this session, I’ll share the changes I made to better protect my team – not through grand strategies, but through small, meaningful actions that helped them feel seen, valued, and supported. You’ll also leave with simple conversation starters to help you advocate for the wellbeing of your own team – and yourself!

15:30 **Finish**

\*Please note this programme is subject to change