Professional Development Conference

Core skills for Professional Development

Tuesday 13th February, 9.30-15.45, Leonardo Hotel and Conference Venue Hinckley Island

9.30am   **Arrival, check in and refreshments**

10:00am   **Welcome and introduction**

10:05am   **How to write project proposals to gain buy-in from senior leaders, Simon Fairbanks, University of Nottingham and Rebecca Giddings, The University Of Wolverhampton**
Our leaders are busy. Their resources are in high demand. But we need their time, focus, budget, staff, and approval to launch our ambitious new outreach projects. How do we get their attention? How do we gain their buy-in? This talk will offer practical ways to engage your directors.

You will… 1) Learn tips, tools, and tactics for securing senior leadership approval. 2) Discover the concept of strategic alignment, with take-home exercises. 3) Explore the essential steps in the pre-writing stage of a project proposal. 4) Understand the art of "making the ask" with advice from HE fundraisers. 5) Reflect on the most critical balance: what you say AND how you say it.

Following this talk, you'll return to your university as a greenlight guru!

10:55am   **Refreshments**

11:10am   **Schools targeting, effective communication, and speaking a school's language Carl Mansell-Griffiths, Harper Adams University**
One of the essential elements in school outreach is how we can deliver outreach that works for schools and that we're reaching the right schools and learners for targets. In this session, Carl will share his insights to effective ways to target schools, building strong relations with schools and institutionally to ensure successful recruitment and outreach.

*Programme subject to change

12:00pm   **Networking for people who hate networking Andy Cotterill, Head of Global Undergraduate Recruitment, University of Keele**

Awkward conversation at the buffet? Don't know who to turn to? What are you doing here and why even bother? We're all guilty of it! Networking is a phrase that excites some and daunts many. This interactive session will seek to reframe your thinking on what networking is, take the pressure off and who knows, you might even make a new friend!

Networking lunch

12:40pm

1:55pm   **Using Excel to visualise and manage data, Catherine Parkinson, Data and Impact Coordinator, London School of Economics & Political Science**

In this session, Catherine will share her expertise on how you can make the most of Microsoft Excel to manage and analyse data to inform your outreach, from developing and targeting all the way through to creating reports for your evaluation.

Refreshments

2:45pm

3:00pm   **Managing ever changing teams in HE, Chris Mullen, Education Liaison Manager, Edge Hill University, Hannah Henry-Wake,** *UK Student Recruitment Manager, University of Leicester,* **Carl Mansell-Griffiths, Head of Student Recruitment, Harper Adams University and Andrew Jackson, Recruitment Events Manager and HELOA VC Group Development, University of South Wales**

The way in which teams work in HE is ever changing, with the growth of teams working hybrid, regional and cross department. This panel style session will be an opportunity for both the speakers and delegates to share their different experiences managing teams and use real examples of what has and hasn't worked for them, as well as hypotheticals for those new or looking to progress into management.

3:45pm   **Finish**

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