


ANNUAL CONFERENCE 2013
University of Chester
Thursday 11 April – Friday 12 April 2013



**‘The 2012 Legacy:
 Ability, Stamina & Performance – Fitness for Purpose’**

So, 2012-13 has arrived! The higher fee regime is in place, students are enrolled and the impact of core and margin is being felt. So where has it left us? What have we learnt? What’s new? What does it mean for the future of higher education? The Amhec 2013 Conference will reflect on the sector experience of the new world of higher fees and heightened competition and will look at where Government policy is likely to take us and where efforts and resources should be channelled for 2013 and beyond. With speakers from inside and outside the sector and sessions on sector finance, student choice, institutional positioning and reputation, marketing, and student learning environments the Conference is sure to provide an excellent opportunity to reflect on the 2012 legacy and the challenges for our institutions in the new higher education market

Professor Les Ebdon
 Director of OFFA




Mike Boxall
 Management Consultant



Aaron Porter
 Freelance Journalist & Higher Education
 Consultant

Steve Egan
 Deputy Chief Executive



Greg Burke
 Deputy Director, Funding, Allocations and
 Performance Division




Bob Masterton
 Director, International Centre




Siona Mackelworth
 Head of Marketing and Communications




Anthony Payne
 Head of Student Experience



Mark Sidding
 Partner




Dan Shaffer
 Senior Project Officer



James Seymour
 Member of Editorial Team and Advisory Group,
 Complete University Guide

After Dinner Speech
 Professor Peter Harrop
 Pro-Vice-Chancellor & Provost (Warrington)



PROGRAMME

THURSDAY, 11 April	
10.00am	Registration and arrival refreshments
11.00am	Welcome and Introduction <i>Emma Wilkins, Director of HR York St John University and AMHEC Chair</i>
11.15am	Keynote - The Impact of Fees on Access and Widening Participation <i>Professor Les Ebdon, Director of OFFA</i>
11.45am	Session 2: The Quiet Revolution – How strategic business partnerships are reshaping the HE system <i>Mike Boxall, PA Consulting Group</i>
12.15pm	Session 3: A new era for student engagement & responding to rising expectations <i>Aaron Porter, Freelance Journalist & Higher Education Consultant</i>
12.45pm	Question & Answer Session
1.00pm	LUNCH
1.45pm	Session 4: Higher Education Finance and Funding <i>Steve Egan, Deputy Chief Executive, Hefce</i>
2.30pm	Session 5: Developing a School Led ITT System <i>Greg Burke, Deputy Director, Funding, Allocations and Performance Division, Teaching Agency</i>
3.00pm	Question and Answer Session
3.15pm	TEA/COFFEE
3.45pm	Discussion Groups & Feedback
4.30pm	Session 6: International Development – Opportunities & Challenges <i>Bob Masterton, Director, International Centre, University of the Arts London</i>
7.00pm	Evening Reception (sponsored by Eversheds)
7.30pm	Dinner and Bar - (Dress code: smart/casual)
FRIDAY 12 April	
8.00am	Breakfast
9.15am	Annual General Meeting
9.45am	Session 7: Informing Student Choice <i>Siona Mackelworth, Head of Marketing and Communications, Council for British Archaeology</i>
10.15am	Session 8: Measuring Student Engagement and Experience beyond the NSS <i>Anthony Payne, Head of Student Experience, York St John University</i>
10.45pm	Question and Answer Session
11.00am	TEA/COFFEE
11.15am	Session 9: Student Learning Environments <i>Mark Sidding, Partner, Watson Batty</i>
11.50am	Session 10: Student Admissions 2012 to 2013: Trends, Patterns and Predictions <i>Dan Shaffer, Senior Project Officer, Supporting Professionalism in Admissions</i>
12.25pm	Session 11: League Tables and improving league table performance <i>James Seymour, Member of Editorial Team and Advisory Group, Complete University Guide</i>
13.00pm	Lunch & Departure

The Amhec Conference 2013 is sponsored by



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