

**ANNUAL CONFERENCE 2015**  
**University of Chester**  
Thursday 16<sup>th</sup> April – Friday 17<sup>th</sup> April 2015



**‘Present Tense: Future Imperfect?’**

The 2015 AMHEC Conference will take place three weeks before the next General Election; a great time to stop, reflect and consider what uncertainties lie ahead. There’s still a way to go before manifesto positions become clear, however what we know is that the student loan book is unaffordable, immigration is a hot topic for all parties and the future for student fees looks very different depending on whether you are Labour or Conservative. Whilst we ponder what this might mean for our future, HEIs are also starting to feel the pinch of the new open, competitive market in terms of student recruitment. Demographics are challenging, students are becoming more selective and with most HEIs seeking some form of growth in a market where less ABBs are predicted and student number targets aren’t being reached, Universities across the board are re-thinking their recruitment strategies.

Our 2015 Conference will provide an opportunity for delegates to hear from sector experts about what all this might mean and to reflect on how their HEIs need to respond.

Dr John Cater  
Vice-Chancellor, Edge Hill University



Canon Jeff Turnbull  
Deputy President, University Council, University of Chester



Professor Andy Westwood  
Associate Vice-President, Public Affairs,  
University of Manchester



Mr Mark Garratt  
Director of External Affairs - Marketing  
Communications, UK and International  
Recruitment, University of Bradford



Mr Martin Edmondson  
CEO, Gradcore – Graduate Recruitment &  
Employability Specialists



Mr Andy Beazer  
Assurance Consultant, HEFCE



Mr Jonathan Harper, Student Union President  
Ms Christina Cooper, Student Union Vice President  
(Academic & Welfare)  
University of Chester



Mr Brian Hipkin  
Vice-Chair, AMOSSHE & Dean Of Students,  
Regents University



Dr Mark Batey  
Senior Lecturer, Creativity & Leadership Specialist,  
Manchester Business School



**AFTER DINNER SPEAKER**

Mr Colin Parkin, MBE  
Director of Estates Management & Development  
York St John University



# PROGRAMME

## THURSDAY 16<sup>TH</sup> APRIL 2015

11.00 am	Registration and arrival refreshments
12 noon	LUNCH
12.55 pm	<b>Welcome and Introduction</b> <i>Anthony Parker, Academic Secretary, University of Chester and AMHEC Chair</i>
1.00 pm	<b>Session 1: Pseph's Corner</b> <i>Dr John Cater, Vice-Chancellor, Edge Hill University (Times Higher University of the Year 2014)</i>
1.45 pm	<b>Session 2: HE Landscape – A Governor's Perspective</b> <i>Canon Jeff Turnbull, Deputy President of the University Council, University of Chester</i>
2.15 pm	<b>Session 3: Reflections and the Future</b> <i>Professor Andy Westwood, Associate Vice-President, Public Affairs, University of Manchester</i>
2.45 pm	<b>Question &amp; Answer Session</b>
3.00 pm	TEA/COFFEE
3.15 pm	<b>Session 4: Effective Higher Education Marketing in a New Competitive Landscape</b> <i>Mark Garratt, Director of External Affairs, University of Bradford</i>
4.15 pm	<b>Session 5: Graduate Employability Strategies</b> <i>Martin Edmondson, CEO, Gradcore</i>
5.00 pm	<b>Question and Answer Session</b>
5.30 pm	Close
7.00 pm	Evening Reception ( <i>sponsored by Eversheds</i> )
7.30 pm	Dinner and Bar ( <i>Dress code: smart/casual</i> )

## FRIDAY 17<sup>TH</sup> APRIL 2015

7.45 am	Breakfast
9.00 am	Annual General Meeting
9.15 am	<b>Session 6: HE Finances, Borrowing and Future Risks</b> <i>Andy Beazer, Assurance Consultant, HEFCE</i>
9.45 am	<b>Session 7: From Student Engagement to Partnership: A Students' Union Perspective</b> <i>Jonathan Harper, Student Union President and Christina Cooper, Student Union Vice-President (Academic &amp; Welfare), University of Chester</i>
10.15 pm	Question and Answer Session
10.30 am	TEA/COFFEE
10.45 am	<b>Session 8: "I paid for this" – Students as Customers and other limiting myths</b> <i>Brian Hipkin, Vice-Chair of AMOSSHE and Dean of Students, Regents University</i>
11.30 am	<b>Session 9: Key Principles for Creative Leadership</b> <i>Dr Mark Batey – Senior Lecturer, Creativity &amp; Leadership Specialist, Manchester Business School</i>
12.30 pm	Question and Answer Session
12.45 pm	Lunch & Departure

*We gratefully acknowledge the generous support given by our Sponsors*

