

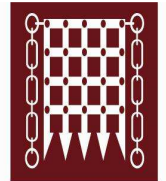
**Westminster Higher Education Forum Keynote Seminar:**

**Regulation and the HEI-student relationship - marketing, contracts and resolving complaints**

*Timing: Morning, Tuesday, 12<sup>th</sup> June 2018*

*Venue: Central London*

*Draft agenda subject to change*



**WESTMINSTER  
HIGHER EDUCATION  
FORUM**

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**  
Senior Parliamentarian
- 9.05 - 9.15 **Consumer law and the HE sector**  
**Gordon Ashworth**, Project Director, Consumer Group, Competition and Markets Authority
- 9.15 - 10.05 **Dispute resolution - the impact of the Office for Students regulatory framework**  
**David Palfreyman**, Bursar and Fellow, New College and Director, Oxford Centre for Higher Education Policy Studies, University of Oxford and Board Member, Office for Students  
**Jo Farrington**, Associate, JG Poole  
**Hannah Sketchley**, Policy Officer, NUS  
**Alex Hayman**, Managing Director, Public Markets, Which?  
Questions and comments from the floor with **Gordon Ashworth**, Project Director, Consumer Group, Competition and Markets Authority
- 10.05 - 10.15 **The role of regulation in university advertising**  
**Miles Lockwood**, Director, Complaints and Investigations, Advertising Standards Authority
- 10.15 - 10.45 **The next steps for higher education marketing - implementing new ASA guidelines and addressing misleading claims**  
*What are key practical steps that providers can take, such as refining marketing communications and processes to ensure that promises made to students are not unfulfilled? Under new proposals, how might institutions be sanctioned if they fail to fulfill commitments made to students?*  
**Johnny Rich**, Chief Executive, Push; Chief Executive, Engineering Professors' Council and HE Consultant  
Senior representative, university marketing  
Questions and comments from the floor with **Miles Lockwood**, Director, Complaints and Investigations, Advertising Standards Authority
- 10.45 - 10.50 **Chair's closing remarks**  
Senior Parliamentarian
- 10.50 - 11.15 Coffee
- 11.15 - 11.20 **Chair's opening remarks**  
**Baroness Deech**, former Independent Adjudicator, Office of the Independent Adjudicator for Higher Education (2004 - 2008)
- 11.20 - 11.45 **Key issues for student complaints: international students, mental health and disabled students**  
**Felicity Mitchell**, Independent Adjudicator, Office of the Independent Adjudicator for Higher Education  
Questions and comments from the floor
- 11.45 - 12.30 **Student complaints and dispute resolution: key trends and best practice**  
*What are the implications from the HE sector and students of the findings in the OIA's annual report, particularly around mental health issues, concerns affecting international students and challenges faced by new providers in complying with the new framework? How can best practice in the sector be better shared and rolled out more widely? How do the issues of addressing complaints vary for providers of different scales, stages of development and operating in particularly challenging contexts across the HE sector? How might a complaints system be developed that meets the needs of the entire sector?*  
**Gareth Evans**, Complaints, Appeals and Assessment Manager, University of the Arts London  
**Steve Taylor**, Dean of Higher Education, Warwickshire College Group  
**Kris Robbetts**, Senior Associate, VWW  
**Riddi Viswanathan**, Diversity Officer, University of Manchester Students' Union  
Questions and comments from the floor
- 12.30 - 12.55 **Students as consumers: next steps for policy**  
Senior speaker to be confirmed  
Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster Higher Education Forum closing remarks**  
**Baroness Deech**, former Independent Adjudicator, Office of the Independent Adjudicator for Higher Education (2004 - 2008)  
**Sean Cudmore**, Deputy Editor, Westminster Higher Education Forum