

**Westminster Higher Education Forum Keynote Seminar:  
The future for international student recruitment - marketing, building partnerships and tackling barriers to growth**

Timing: Morning, Tuesday, 29<sup>th</sup> November 2016

Venue: One Moorgate Place, Chartered Accountants' Hall, Moorgate Place, London EC2R 6EA



**WESTMINSTER  
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FORUM**

Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**  
**Lord Bilimoria CBE**, Co-Chair, All-Party Parliamentary Group on International Students
- 9.05 - 9.25 **A statistical context of international students in the UK - latest data, and the position going forward**  
**Sarah Crofts**, Head, Migration Analysis, Office for National Statistics  
Questions and comments from the floor
- 9.25 - 10.20 **The UK's position in the global market for international student recruitment - including the impact of Brexit**
- International student perceptions on the impact of the UK leaving the EU*  
**Jeremy Cooper**, Managing Director, Hobsons EMEA and International Markets
- Promoting the UK as a destination of choice in a new international context*  
**Jacqueline Jenkins**, Senior Advisor, Education Engagement, British Council
- Strategies for tackling the competitive challenges in diverse markets*  
**Luke Turnell**, Managing Director, BigChoice Group
- New opportunities - emerging markets for international student recruitment*  
**Jacqueline Kassteen**, Owner & Managing Director, Jackfruit Marketing
- Building on success in established markets*  
**Professor John Annette**, President, Richmond the American International University in London
- Utilising TNE (transnational education) provision to increase recruitment*  
**John Quirk**, Director, International Office, University of Nottingham
- Questions and comments from the floor
- 10.20 - 10.25 **Chair's closing remarks**  
**Lord Bilimoria CBE**, Co-Chair, All-Party Parliamentary Group on International Students
- 10.25 - 10.50 Coffee - sponsored by **PwC**
- 10.50 - 10.55 **Chair's opening remarks**  
**Alison Thewliss MP**, Vice-Chair, All-Party Parliamentary Group on Students
- 10.55 - 11.45 **Student visa policy - challenges for university compliance, options for reform and the impact of the EU referendum**  
**Julia Onslow-Cole**, Partner, Legal Markets Leader and Head of Global Immigration, PwC  
**Marianne Davies**, Head of Immigration Services, University of Warwick  
**Hazar El-Chamaa**, Partner, Immigration, Penningtons Manches  
**Mark Hilton**, Executive Director, Policy, London First  
Questions and comments from the floor
- 11.45 - 12.30 **Delivering a positive experience for international students - support, integration and consumer protection**  
**Judy Clements OBE**, Independent Adjudicator and Chief Executive, Office of the Independent Adjudicator for Higher Education  
**Dominic Scott OBE**, Chief Executive, UK Council for International Student Affairs  
**Dr Cheryl Rounsaville**, Global Student Experience Manager, Nottingham Trent University  
Questions and comments from the floor
- 12.30 - 12.55 **The way forward for promoting the UK as a destination of choice for international students**  
**Vivienne Stern**, Director, Universities UK International (UUKi)  
Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster Higher Education Forum closing remarks**  
**Alison Thewliss MP**, Vice-Chair, All-Party Parliamentary Group on Students  
**Jonny Roberts**, Associate Editor, Westminster Higher Education Forum