



This programme will start the day briefly looking retrospectively at the market when IPSEF started and then look in depth at what are the current trends schools and investors are adopting now

Thursday 15<sup>th</sup> of November 2018

1VS The Westminster Conference Centre - 1 Victoria Street, London SW1H 0ET

Conference Chair: David Cook, Founding Head, Harrow ILA Chongqing. Former Founding Head, Harrow Shanghai, Wellington China and Repton Dubai

8.30 Registration and Refreshments

9.15 Opening and Welcome from Geoff Gladding, Senior Lead, Education Team, Department for International Trade

9.25 A nostalgic look at the original concepts and trends for the growth of International schools abroad

Ashwin Assomull, Partner, L.E.K. Consulting

9.40 How did the international schools market get to where it is today?

What were the driving forces behind the growth in popularity of international schools and how has that influenced the market today?

Leigh Webb, CEO, ISC Research

9.55 Below a panel session taking a nostalgic look at the past, how things have changed and advice for the future:

- Leigh Webb, CEO, ISC Research
- David Hansom, Partner, Clyde & Co
- Jose Rodriguez Cesenas, Director, Sovereign Capital Partners
- Vipul Bhargava, Educational Technology and International Schools Specialist, Education Team, Department for International Trade

10.25 Data Intelligence and how to use it wisely

The way we assess student performance and use the intelligence gathered is key to securing better outcomes for students and ensuring success for schools. At a time when schools are now accountable for their own systems of assessment how can they develop efficient and effective methods to determine whether students are making accelerated progress to prepare them well for their futures?

This session will review the changes to assessment systems in the UK and how this impacts on the international sector. Change is uncertain and uncertainty hampers innovation but with it comes the opportunity for each school to define their own standards and create an assessment model that best suits their students in their context to ensure underachievement is never an option.

Karen Jones, Academic Director, Intuitive Education Consultants in association with GL Education

10.45-11.10 Refreshment Break

## **Marketing, Recruitment & Where NOW - Future trends**

### **11.10 The Future of #SchoolMarketing|: Home & Abroad**

Our lives are 24/7, connected, and open up new channels every day in which to consume marketing. How can your school adapt & stand-out? The world has exponentially changed. The way we communicate, share, learn, collaborate, consume, has all changed. The technology we use IS going to evolve. Our behaviour IS going to change. Your students will be doing jobs that do not exist! But will you still be able to fill your schools?

Founder of Interactive Schools, Simon Noakes aka 'The #DigitalJedi', presents a vision for the Future of School Marketing - comparing the challenges for the UK & international schools. Simon will look into his crystal ball and look at how emerging trends in technology, environment, big data and human behaviour will impact individuals, society, your schools and wider education. Myths will be busted, disruption served as standard, and advice shared on how every school can prepare themselves, as well as market themselves better to future generations of digital natives effectively.

Schools need to ask themselves just one question. Will you still be relevant in the future?

**Simon Noakes, Founder & CEO, Interactive Schools**

### **11.30 Profiling your school for effective recruitment**

**Vanessa Cumbers, Director, Explore CRS**

### **11.50 Panel Session about marketing your school, brands, school pupil/teacher recruitment and retention, workforce planning**

- **Simon Noakes, Founder & CEO, Interactive Schools**
- **John Forsyth, CEO, Forfar Education**
- **Vanessa Cumbers, Director, Explore CRS**
- **Liz Free, Director, International Leadership Academy**
- **Clive Pierrepont, Consultant (Press, PR & Communications), Taaleem**
- **Dr. Kevin J. Ruth, Chief Executive, ECIS**

### **12.25 Future trends the experts view**

**Jitin Sethi, Principal, L.E.K. Consulting**

### **12.45 Today's international school's market:**

What is driving demand and growth today, and what is the development potential in the future?

**Nalini Cook, International Schools Relations Manager, ISC Research**

### **1.05 Q&A with Jitin Sethi & Nalini Cook**

**1.15-2.15 LUNCH**

- 2.15 **Regional Panels about Future Trends on schools with: School groups- Investors-recruiters-architects-Legal experts-advisors-marketing specialists**  
Panellists will share their expertise in the region; and look at the Investment opportunities; the legal aspects; the challenges that operators face and plans for the future; looking at new markets and expansion plans; what are the main concerns schools, investors and the commercial sector need to address in the future
- 2.15 **Future Trends - Asia – including Vietnam & Thailand**  
Including how the UK government can support schools and companies wanting to expand overseas
- **Led by: Courteney Donaldson, Managing Director Childcare & Education, Christie & Co**
  - **Jitin Sethi, Principal, L.E.K. Consulting**
  - **Vipul Bhargava, Educational Technology and International Schools Specialist, Education Team, Department for International Trade**
  - **Michael Farley, Director of Strategic Development, Harrow Asia**
  - **John Forsyth, CEO, Forfar Education**
  - **Gordon Drakes, Partner, Fieldfisher**
- 2.45 **Future Trends - Europe**  
Including what impact Brexit will have on the school market and the state of the London International school scene
- **Led by: Nalini Cook, International Schools Relations Manager, ISC Research**
  - **Nicholas Fry, Vice Chairman, King's Group**
  - **Colin Bell, CEO, COBIS**
  - **Simon Noakes, Founder & CEO, Interactive Schools**
  - **Stephen Sidkin, Partner, Head of Commerce and Technology, Fox Williams LLP**
  - **John Forsyth, CEO, Forfar Education**
- 3.15 **Future Trends - Middle East**
- **Led by: David Cook, Founding Head, Harrow ILA Chongqing**
  - **Nalini Cook, International Schools Relations Manager, ISC Research**
  - **Clive Pierrepont, Consultant (Press, PR & Communications), Taaleem**
  - **David Bond, Partner, Brand Development, Fieldfisher**
  - **Mark Harper, Education Principal, The Harper Group**
  - **Fergus Rose, Advancement Director, ACS International Schools**
- 3.45 **Comfort Break**
- 3.55 **Future Trends - China**
- **Led by: David Cook, Founding Head, Harrow ILA Chongqing**
  - **Vanessa Cumbers, Director, Explore CRS & Dipont Education Management Services**
  - **Harry Hoodless, Director, Broadway Malyan**
  - **Courteney Donaldson, Managing Director Childcare & Education, Christie & Co.**
  - **David Hansom, Partner, Clyde & Co**
  - **Scott Bryan, International Director, Wellington College**

#### 4.25 **Summing up sound bites**

What lessons have the school groups learned and what are their strategies, hopes and expectations for the future

- **Michael Farley, Director of Strategic Development, Harrow Asia**
- **Nicholas Fry, Vice Chairman, King's Group**
- **Fergus Rose, Advancement Director, ACS International Schools**
- **Scott Bryan, International Director, Wellington College**

#### 5.00 **Conference Closes**

**\*This programme is correct at this time, however Method International reserve the right to alter or cancel the programme and/or speakers due to circumstances beyond our control.**