

| 09:00 – 09:45                                       | Registration, refreshments, and networking  |  |  |  |   |
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| 09:45 – 10:30                                       | <p style="text-align: center;"><b>Welcome from Hobsons</b><br/>Jeremy Cooper, Managing Director UK, Europe and International Markets<br/>Lounge</p>   |  |  |  |   |
| Room information                                    | Stream A<br>Constellation   | Stream B<br>Alexander Graham Bell  | Stream C<br>Copernicus   | Stream D<br>Jansky   | Stream E<br>Isaac Newton  |
| 10:30 – 11:30<br>Session I:<br>Breakout<br>Sessions | <p><b>Panel Debate: HE and school links - what next for social mobility and access?</b></p> <p>Mike Nicholson, University of Bath &amp; Chair HELOA</p> <p>Alex Kelly, Unifrog</p> <p>Éireann Attridge, University of Cambridge</p> <p>Chaired by: Jamie O’Connell, Hobsons</p>   | <p><b>Seminar: Top tips for a successful international digital campaign in 2017</b></p> <p>Kelvin Ward, Hobsons</p> <p>Laura LeBon, Hobsons</p> <p>Chaired by: Russell Watson, Hobsons</p> | <p><b>Seminar: What’s the evidence for data analytics?</b></p> <p>Niall Sclater, Consultant &amp; Author of Learning Analytics Explained</p> <p>Chaired by: Lawrence Keltie, Hobsons</p> | <p><b>Workshop: Road to Radius migration next steps</b></p> <p>Michelle Costan, Hobsons</p> <p>Hanisha Patel, Hobsons</p> <p>Chaired by: Daniel Falls, Hobsons</p>   | <p><b>Workshop: Solving the TEF through student centricity</b></p> <p>Ben Stein, Hobsons</p> <p>Chaired by: Andy Young, Hobsons</p>         |
| 11:30-12:30<br>SessionII:<br>Breakout<br>Sessions   | <p><b>Panel Debate: International students- what does the future hold?</b></p> <p>Paul Raybould, Hobsons</p> <p>Nicky Chapman, Regent’s University London</p> <p>Jaspreet Singh, Birmingham City University Students Union</p> <p>Chaired by: The Baroness Uddin, All Party Parliamentary Group on Higher Education</p> | <p><b>Seminar: Product Roadmap Update</b></p> <p>Jennifer Beyer-LeFever, Hobsons</p> <p>Chaired by: Jamie O’Connell, Hobsons</p>   | <p><b>Workshop: Commuter students</b></p> <p>Tobin Webb, The Student Engagement Partnership</p> <p>Chaired by: Lawrence Keltie, Hobsons</p>  | <p><b>Seminar: Decisions, decisions. How students make choices about where they study</b></p> <p>Alex Kelly, Unifrog</p> <p>Will Samuel, Central Foundation Boys’ School</p> <p>Daniel Keller, Unifrog</p> <p>Chaired by: Michelle Costan, Hobsons</p> | <p><b>Workshop: Student success and Starfish (closed session)</b></p> <p>Richard Calhoun, Hobsons</p> <p>Chaired by: Ben Stein, Hobsons</p> |

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| 12:30 – 13:20                                      | <b>Lunch and networking Lounge</b>  |   |  |  |  |
| 13:20 – 14:20<br>Session III:<br>Breakout Sessions | <p><b>Panel Debate: Are we selecting or recruiting now?</b></p> <p>David Brack, UCAS</p> <p>Lucy Everest, Middlesex University</p> <p>Dr Alaric Rae, University of Birmingham</p> <p>Chaired by: Jeremy Cooper, Europe and International Markets</p>  | <p><b>Seminar: Improve your click-through rate using email best practice</b></p> <p>Isabel Wall, University of Sussex</p> <p>Chaired by: Laura Manzi, Hobsons</p>                                       | <p><b>Seminar: Moving forward in a mobile world - optimising your communications</b></p> <p>Ryan Long, Hobsons</p> <p>Chaired by: Jessica Brown, Hobsons</p>   | <p><b>Roundtable: The international strategy of the future - markets, dynamics and challenges</b></p> <p>Jacqueline Kassteen, Jackfruit Marketing and FruitFame</p> <p>Amy Baker, PIE News</p> <p>Chaired by: Daniel Cunningham, Hobsons</p> | <p><b>Workshop: Student success and Starfish (Closed Session)</b></p> <p>Richard Calhoun, Hobsons</p> <p>Chaired by: Ben Stein, Hobsons</p>                                |
| 14:20 – 15:20<br>Session IV:<br>Breakout Sessions  | <p><b>Panel Debate: An uncertain future - TEF, retention and student success</b></p> <p>Professor Liz Thomas, Consultant and author of What Works</p> <p>Chris Shelley, King's College London</p> <p>James Elliott, National Union of Students</p> <p>Chaired by: Ben Stein, Hobsons</p>        | <p><b>Seminar: Enhancing prospective student conversion activity using Radius</b></p> <p>Gordon Ford, Glasgow Caledonian University</p> <p>Chaired by: Laura Manzi, Hobsons</p>                         | <p><b>Seminar: Making the most of reporting - the power of analytics</b></p> <p>Nicole Brini, Università Cattolica del Sacro Cuore</p> <p>Chaired by: Lisa Smith-Welsh, Hobsons</p>  | <p><b>Roundtable: Data - what do we know about international conversion</b></p> <p>Daniel Cunningham, Hobsons</p> <p>Andrew Disbury, University of the West of Scotland</p> <p>Nancy Cooke, University of Salford</p>                        | <p><b>Seminar: Product roadmap update</b></p> <p>Jennifer Beyer-LeFever, Hobsons</p> <p>Chaired by: Jamie O'Connell, Hobsons</p>   |
| 15:20-15:45  | <b>Afternoon tea and networking Lounge</b>  |   |  |  |  |
| 15:45 – 16:45<br>Session V:<br>Breakout Sessions   | <p><b>Panel Debate: Making the most of your data</b></p> <p>Niall Sclater, Consultant and author of Learning Analytics explained</p> <p>Matt Smith, University of Liverpool</p> <p>Louise Chiu, University of East Anglia</p> <p>Ben Stein, Hobsons</p> <p>Chaired by: Steve Smith, Hobsons</p> | <p><b>From content to contentment - designing for a fundamental shift in communications of the future</b></p> <p>Tracy Playle, Pickle Jar Communications</p> <p>Chaired by: Russell Watson, Hobsons</p> | <p><b>Seminar: Inside the black box: How schools across the UK structure careers guidance and the university application process</b></p> <p>Alex Kelly, Unifrog</p> <p>Lesley Thain, Central Foundation Boys' School</p> <p>Daniel Keller, Unifrog</p> <p>Chaired by: Vincent Khushal, Hobsons</p> | <p><b>Seminar: Improve international student connections with ActiveMatch</b></p> <p>Jamie O'Connell, Hobsons</p> <p>Chaired by: Tommaso Scali, Hobsons</p>  | <p><b>Seminar: Effective use of Google AdWords</b></p> <p>Christoph Kübler, IMI International Management Institute Switzerland</p> <p>Chaired by: Laura Manzi, Hobsons</p> |
| 16:45 – 18:00                                      | <b>Drinks reception and networking Lounge<br/>Hobsons Innovation and Best Practice Awards</b>   |   |  |  |  |