

AGENDA

CONNECTING WITH GENERATION Z

9.30am

Arrivals & registration

10.00am

Welcome & introduction

Simon Emmett (CEO, IDP Connect)

10.10am

'A changing landscape: where next for the HE sector?'

Ian Dunn (Provost, Coventry University)

10.40am

'What really matters to students? A deep dive into this year's WUSCA review trends'

Jonah Duffin (Chief Marketing Officer, IDP Connect) and Tristan Conoley (Senior Data Analyst, IDP Connect)

11.00am

'Virtual Tours, Virtual Open Days and Virtual Reality - what do prospective students think about these solutions and how should universities be using them?'

Vicky Hayhurst (Commercial Director, Revolution Viewing) and Hannah Burchell (Associate Director of Marketing & Communications, University of Salford)

11.30am

Break & Insights drop-in

12.10pm

'Is the higher education sector doing enough to engage with Generation Z?'

Dr Paul Redmond (Director of Student Experience & Enhancement, University of Liverpool)

12.30pm

PANEL: 'How good are universities at recruiting and engaging students?'

Members of the Whatuni Student Advisory Board

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1.10pm

Lunch, Student Advisory Board Café,
Insights drop-in

2.10pm

'Why the student voice still matters'
Shakira Martin (President, National Union
of Students)

2.30pm

'User-led product design'
Stuart Smith (Director of Product, IDP
Connect)

3.00pm

**PANEL: 'What does it take to be a winner
in the higher education recruitment
market place?'**

Susan Ellicott (Head of Engagement &
Internal Communications, Queen Mary
University of London)

Marie Clark (Director of External
Relations, Independent Higher Education)

Anna Grotberg (Director, EY-Parthenon)

Gary Davies (Pro Vice-Chancellor Student
Recruitment and Business Development,
London Metropolitan University)

3.45pm

Close