



Marketing, Admissions Guardianship and International Conference

Marriott Hotel, Regents Park, London
March 13 - 14, 2019

Conference Programme

Marriott Hotel, Regents Park, London NW3 3ST

Wednesday March 13, 2019

- 10:00 Registration
- 10:45 **Welcome**
Robin Fletcher, Chief Executive, BSA
- 11:00 **tbc**
Charles Byrne, Director General
The Royal British Legion
- 11:45 **Guardianship update**
Dr Helen Wright, Chair, AEGIS
- 12:15 **Staying safe online**
Gareth Cort, Director and Consultant, Freedom from Abuse C.I.C.
- 13:00 Lunch
- 14:00 **Breakout sessions:**
- **Guardianship case studies**
Yasemin Wigglesworth, Executive Officer, AEGIS
 - **Up and coming international markets**
Aileen Kane, Director of Operations, BSA
 - **Bringing agents, guardianship organisations & schools together**
Nicola Lutz, Director, StudyTravel
 - **International marketing**
David Milner, International Marketing Manager at Sedbergh School and Board Director at AMCIS
- 14:45 **Singing your schools song in the market place**
Chris Wheeler, Headmaster
Monkton Combe School
- 15:30 Refreshments
- 16:00 **Guardianship policies and keeping international students safe**
Stuart Nicolson, Principal, Cambridge Centre for Sixth Form Studies and Trustee, AEGIS
Dale Wilkins, Head of Safeguarding and Standards, BSA
- 19:00 **Drinks reception**
- 19:30 **Annual conference dinner**
After dinner with Russell Earnshaw and John Fletcher, Former England RFU Pathway coaches for U15 and U18 and coach development

Thursday March 14, 2019

- 08:50 **Morning welcome**
- 09:00 **tbc**
- 10:00 **Education post Brexit**
John Punter, Head of Public Affairs, ISC
Sue Bishop, Director of External Relations, HMC
- 11:00 Refreshments
- 11:30 **Panel discussion; Guardianship challenges**
Irfan Latif, Principal, DLD College
Lana Foster, Managing Director, Bright World
Kris Robbetts, Senior Associate, Veale Wasbrough Vizards LLP
Yasemin Wigglesworth, Executive Officer, AEGIS
- 12:30 Lunch
- 13:30 **Extending your brand overseas**
Simon Lebus, Governor, Perse School, Cambridge, Chair, RS IDC, former Chief Executive Cambridge Assessment
- 14:30 Refreshments
- 15:00 **Transform and connect**
Neil Benson of Neil Benson Associates, Interim Editorial Director at Express Newspapers, former Editor Director of Trinity Mirror Regionals, former MD of North East Media, former Chair of the Editor's Code of Practice Committee, Consultant in business transformation
- 16:00 Close of conference

For more information and to book your place
www.boarding.org.uk/events

One day delegate including dinner - **£360**
Two day delegate including dinner - **£410**
AEGIS/BSA member including accommodation - **£525**
Non-member including accommodation - **£625**