



# International Higher Education Forum 2021

ONLINE EVENT



Higher Education worldwide is changing, and institutions are encountering challenges when adapting to the new reality and preparing for an unclear and potentially unfamiliar post COVID environment. 2020 has accelerated some of these changes, introduced new obstacles and exposed needs that were not specifically considered before.

Education Institutions are now tackling a number of issues around student migration and recruitment, the learning environment and virtual education, internationalization and employability. The question is, how do Higher Education Institutions continue to stay relevant, adapt to an ever-evolving world, address the requirements of modern students as future professionals and international citizens against a backdrop of an ever increasingly competitive ecosystem.

We at Pearson, the world's leading learning company, are happy to invite you to take part in **International Higher Education Forum 2021**. During the Forum we will address the issues head on and explore potential solutions. Plenary sessions and presentations will be imparted by noted thought leaders and experts in their fields, who will draw from academic research papers, case studies and success stories.

The conference will take place online **9<sup>th</sup>-11<sup>th</sup> March 2021** and will be divided into **5 main topic blocks**.

# Conference Agenda

## Day 1 – March 9<sup>th</sup>



9<sup>th</sup> March 2021

morning theme:  
**ATTRACTING STUDENTS**

Time (CET)	Session	Speaker
9.50 – 10.00	<b>Welcome &amp; Introduction</b>	<b>Mario Mariani</b> , Managing Director Europe, Pearson
10.00 – 10.30	<b>Plenary: Destination Europe - overview of study abroad trends</b>	<b>Dan Doyle</b> , Vice President of Product Management & Delivery, High Stakes English Assessment, Pearson
10.40 – 11.10	Online distance learning at scale - accelerated growth through partnership	<b>Steve Brimble</b> , Head of Partnership Development, Pearson Online Learning Services, UK & Europe
11.20 – 11.50	Recognition matters: attract and support more UK curriculum applicants	<b>Basirat Agboola</b> , Progression and Recognition Manager at Pearson, <b>David Hawkins</b> , Director and Founder, The University Guys, and <b>Miguel Costa</b> , Head of Global Admissions and Enrollment, IE University, Spain
12.00 – 12.30	India: the jewel in its own crown	<b>Jas Pandhal</b> , Partner, International Relations at TC Portal and <b>Soni Khanna</b> , Principle Consultant, International Relations at TC Portal
12.40 – 13.10	Covid-19 impact on demand for international education: lessons from the data	<b>Carmen Neghina</b> , PhD, Senior Marketing Analytics Consultant at Studyportals
13.20 - 13.50	International progression pathways - time to catch the Trans-Europe Express	<b>Mark Couchman</b> , Business Development Director at Pearson for Central and Eastern Europe and <b>Mark Wilson</b> , Regional Development Manager at Pearson for Spain & Portugal, International Qualifications and Resources



9<sup>th</sup> March 2021

afternoon theme:  
**ASSESSMENT**

Time (CET)	Session	Speaker
14.00 – 14.45	<b>Plenary: Artificial intelligence in language assessment - what are we afraid of?</b>	<b>David Booth</b> , Director of Test Development for Pearson English Assessment
14.55 – 15.25 (option 1 of 2)	Webinar 1, option 1 - Breaking protocol: making remote assessment work	<b>Andrew Khan</b> , Senior Market Development Manager for Pearson English Assessment
14.55 – 15.25 (option 2 of 2)	Webinar 1, option 2 - Using psychometric tests for soft skill personal development	<b>Wyn Davies</b> , Teacher and Trainer, former Global Product Strategist at Pearson TalentLens
15.35 – 16.15 (option 1 of 2)	Webinar 2, option 1 - F is for Formative: monitoring progress during exam uncertainty	<b>Mike Mayor</b> , Director, English Learning Research & Design at Pearson and <b>Eleonora Pessina</b> , Product Manager at Pearson English Assessment
15.35 – 16.15 (option 2 of 2)	Webinar 2, option 2 - Creating a solid base for assessment: best practices for creating and using scoring rubrics in your classroom and in testing	<b>Dr Bill Bonk</b> , Second Language Measurement Expert at Pearson
16.15 – 16.45	Hub Round Table	Panel discussion with delegates

# Conference Agenda

## Day 2 – March 10<sup>th</sup>



10<sup>th</sup> March 2021

morning theme:  
**EMPLOYABILITY**

Time (CET)	Session	Speaker
9.00 – 9.45	<b>Plenary: The importance of employability skills for career success</b>	<b>Dr Angus McDonald</b> , Director and Registered Psychologist, Realise Potential Ltd
10.00 – 10.45	How to turn universities into hubs of successful careers	<b>Prof. Zwi Segal</b> , Co-founder of Motiva
11.00 – 11.45	Critical thinking skills for the future of work	<b>Wyn Davies</b> , Teacher and Trainer, former Global Product Strategist at Pearson TalentLens
12.00 – 12.45	Know thyself: the importance of self-awareness for employability	<b>Dr Angus McDonald</b> , Director and Registered Psychologist, Realise Potential Ltd
13.00 – 13.45	Pearson for Work: bridging the gap between education and employment	<b>Brigitte Hughes</b> , Assessment Manager, Pearson



10<sup>th</sup> March 2021

afternoon theme:  
**CAREER FOCUSED EDUCATION**

Time (CET)	Session	Speaker
14.00 – 14.45	<b>Plenary: No going back - the future of transnational higher education</b>	<b>Jane Baker</b> , Vice President – Higher Education Qualifications, Pearson
14.55 – 15.40	International frameworks and progression pathways	Panel discussion with <b>National Academic Recognition Information Centre:</b> UK Enic Naric, moderated by <b>Dr Vangelis Tsiligiris</b>
15:50 – 16:20	Attracting students to international, career-focused higher education, part 1 - case study by HELBUS Helsinki School of Business	<b>Dr Kari Jääskeläinen</b> , President of HELBUS Helsinki School of Business
16:30 – 17:00	Attracting students to international, career-focused higher education, part 2 - case study by ACADEMIA	<b>Žan Dapčević</b> , Managing Director of Academia, Maribor, Slovenia
17:10 – 17:40	Pathways through the pandemic that support employability in the classroom and beyond	Coventry University: <b>Barbara Howell</b> , <b>Barbara Tully</b> , <b>Dr Hanna Yakavenka</b> , <b>Prof. Sukanlaya Sawang</b>

# Conference Agenda

Day 3 – March 11<sup>th</sup>



11<sup>th</sup> March 2021

day theme:  
**ONLINE TEACHING**

Time (CET)	Session	Speaker
12:00 – 13:00	<b>Plenary: Online learning by design</b>	<b>Dr Esther Jubb</b> , Head of Academic Services for Pearson UK Higher Education
13:15 – 14.00	Presence at a distance – building a sense of community in online education	<b>Alastair Creelman</b> , E-learning specialist at Linnaeus University in Kalmar/Växjö, Sweden
14.15 – 15.00	Growth mindset vs fixed mindset	<b>Bartłomiej Janiak</b> , Teacher Training and Assessment Senior Advisor, Pearson
15.15 – 16.00	The use of coaching in online education as an effective tool supporting students.	<b>Marcin Miziołek</b> , Language Coach
16.15 – 17.15	Is online teaching really teaching?	Pearson team: <b>Bartłomiej Janiak</b> , <b>Jan Witek</b> , <b>Anna Wyzińska</b> , <b>Jadwiga Józków</b>

Attendance is free of charge

**REGISTER HERE**

Follow this link for full agenda with detailed information on the sessions and our speakers

**FULL AGENDA**

All participants will receive conference materials (digital pack) and a certificate of attendance.