



BSA - BAISIS - AEGIS Annual Conference

Marketing - Admissions
Guardianship - International

Courthouse Hotel
19 - 21 Great Marlborough Street, London W1F 7HL
Royal Institute of British Architects
66 Portland Place, London W1B 1AD

March, 10 - 11 2020



We would like to welcome you to the **BSA / BAISIS / AEGIS** Annual Conference 2020

Following the success of last year's event, we are pleased to announce that for the 2020 conference BSA, BAISIS and AEGIS are partnering to create an event which will bring together education professionals over two days in London. We are delighted to announce a programme of expert speakers who offer you practical strategies and inspiring ideas.

We hope you can attend and participate in this event which promises to be bigger and better than ever.



Robin Fletcher
CEO, BSA



Julian Baker
Chairman, BAISIS



Yasemin Wigglesworth
Executive Officer, AEGIS

Event Date and Times

Tuesday March, 10 – 17.00 – 22.00

Venue

The Courthouse Hotel
19 - 21 Great Marlborough Street, Soho
London W1F 7HL

Hotel Accommodation

The Courthouse Hotel (if booked)

Event Date and Times

Wednesday March, 11 – 9.30 – 17.00

Venue

The Royal Institute of British Architects
66 Portland Place, Marylebone
London W1B 1AD

Travel

We recommend you travel by train, both venues are within a 10 minute walk of Oxford Circus Underground

Programme

Tuesday March, 10 2020

COURTHOUSE HOTEL, 19-21 GREAT MARLBOROUGH STREET, LONDON W1F 7HL

- 16.30 – 17.30 **Registration**
- 17.30 – 18.30 **Key note address**
Lord Karan Bilimoria
- 18.30 **Conference reception and dinner**

Wednesday March, 11 2020

ROYAL INSTITUTE OF BRITISH ARCHITECTS, 66 PORTLAND PLACE, LONDON W1B 1AD

- 09.00 – 10.00 **Registration**
- 10.00 – 10.15 **Welcome**
Aileen Kane, Chief Operating Officer, BSA
- 10.15 – 10.30 **Andrew Lewer, MP, Chair APPG for Independent Education**
- 10.30 – 11.00 **Importance of international pupils and recruitment**
Barnaby Lenon, Chairman, Independent Schools Council
- 11.00 – 11.30 **Coronavirus panel session (BSA, AEIGIS, BAISIS)**
- 11.30 – 12.00 **Morning coffee**
- 12.00 – 12.45 **Celebrity Service – Discover the gap in your service you never knew existed**
Geoff Ramm, Celebrity Service & OMG Marketing Keynote Speaker & Author
- 12.45 – 13.45 **Lunch**

13.45 – 14.30

MARKETING & ADMISSIONS

Communication strategies to help market your school or organisation
Susan Osborne, Founder and Director of Communications, The Warhorse Memorial

INTERNATIONAL

An integrated approach to teaching second language learners
Elyse Conlon
Head of EAL, Moreton Hall

GUARDIANSHIP

Addressing culture shock using positive psychology
Ruth Hughes, Director at Curious Human, Positive Psychology Consultant and expert in culture shock

14.30 – 15.15

Putting Customers at the heart of your School
How to market in a challenging environment
Jacqueline Starr
Chief Operating Officer
Rail Delivery Group

How to add Content and Language Integrated Learning (CLIL) to lessons
Ali Talbot
Head of EAL, Abbey College

What parents really want from Schools & Guardianship
Pat Moores
Director and Co-founder of UK Education Guide

15.15 – 15.45

Afternoon tea

15.45 – 16.30

Waitrose or Aldi? – How the profile of boarding parents has changed over time
James Leggett, Research Director, MTM Consulting

Second Language Learner Assessment, Progress Tracking and Attainment: Research, Guiding Principles and Tools
Dr Helen Wood, Head of School Partnerships, Password

Safeguarding International Students
Tom Hadcroft, Vice Principal & Designated Safeguarding Lead, DLD College and Dale Wilkins, Director of Safeguarding, Standards and Training, BSA

16.30

The impact of social media on society and leadership

Elizabeth Linder, Founder of Facebook's Politics and Government Division; Founder of the Conversational Century

17.15

Close of conference

#BSACONF2020

SPREAD

THE WORD

#BSACONF2020

