



## Distinctiveness in Higher Education

12 June 2012  
The Kings Fund, London

The HEFCE-funded Distinct Project is proud to produce this one-off conference in association with CASE Europe and Universities UK.

- 09:00      Tea, coffee and registration
- 09:45      **Welcome**  
Professor Janet Beer, Vice-Chancellor, Oxford Brookes University
- 09:55      **Opening plenary: the case for change**  
Keynote speaker tbc  
Project introduction: Dr Anne Gwinnett, Director of Corporate Affairs, Oxford Brookes University and Susannah Baker, Communications Director, Oxford Brookes University
- 10:50      **Establishing your distinctiveness**  
Professor Graham Henderson, Vice-Chancellor and Chief Executive, Teesside University, Professor Sir Robert Burgess, Vice-Chancellor, University of Leicester  
Chair: Dr Anne Gwinnett, Director of Corporate Affairs, Oxford Brookes University
- 11:40      Tea, coffee and networking break.
- 11:55      **Implementation: guiding your internal decisions**  
Professor Peter Slee, Deputy Vice-Chancellor, University of Huddersfield and Richard Taylor, Director, Division of Corporate Affairs and Planning, University of Leicester  
Chair: Professor John Vinney, Vice-Chancellor, Bournemouth University
- 12:45      Lunch and networking break.
- 13:30      **Implementation: communicating your distinctiveness**  
Keynote speaker Wally Olins, Chairman, Saffron Brand Consultants  
Chair: Professor Janet Beer, Vice-Chancellor, Oxford Brookes University
- 14:20      **Breakout Session: Leadership**
- a) Management Team: View from the top**  
Speaker tbc  
Chair: Professor Mark Cleary, Vice-Chancellor, University of Bradford
- b) Senior professionals supporting leadership**  
Ian Cairns, Director of Marketing and Communications, Loughborough University, Ron Gray, Director of Development and Alumni Relations, Loughborough University, Fidelma Hannah, Director of Planning, University of Loughborough  
Chair: Ewart Wooldridge, Chief Executive, Leadership Foundation for Higher Education
- 15:10      **Putting it into practice**  
Case study: John Rhys, Chairman of Brains' Brewery  
Panel: Professor Graham Henderson, Vice-Chancellor and Chief Executive, Teesside University  
Richard Taylor, Director, Division of Corporate Affairs and Planning, University of Leicester  
Professor Peter Slee, Deputy Vice-Chancellor, University of Huddersfield  
Sue Kershaw, Deputy Vice-Chancellor, University of Bradford  
Chair: David Willey, Deputy Vice-Chancellor, Bournemouth University

- 15.45 Tea, coffee and networking
- 16:00 **Optional session: the distinct workshop for your institution**  
Richard Gillingwater, Managing Director, Accrue Brand Value, and Susannah Baker, Communications Director, Oxford Brookes University
- 16.30 **Conference close**