



World 100 Study Tour

Western University

London, Ontario 9th – 10th October 2014



WORLD 100 NETWORK ANNUAL CONFERENCE 2014



Western University

Host

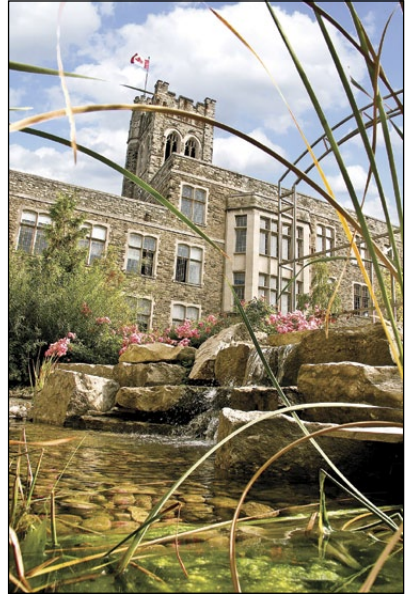
Western University is one of the oldest and most beautiful universities in Canada, and is renowned for its world-class research, innovative discoveries and award-winning teaching. Its stunning campus – considered the most beautiful in Canada – spans over 480 hectares (1,200 acres) of green space on the banks of the “other” Thames River.

At Western, 2013 Nobel Prize winner, Alice Munro began her writing career and Dr Margaret Chan, Director of the World Health Organization, developed her passion for healthcare. Both Steven Poloz, Governor of the Bank of Canada and Glenn Stevens, Governor of the Reserve Bank of Australia honed their crystal clear economic vision while at Western.

Western researchers across 12 faculties and schools collaborate with colleagues across the country and the globe to inform policy and share knowledge on the world stage. A first-of-its-kind HIV vaccine is currently in human clinical trials at Western – just one example of Western’s leading contributions to medicine and the life sciences.

With more than 38,000 students from 117 countries, Western appeals to those seeking to study, engage with, and lead in the global community. Its community extends to a network of more than 270,000 alumni in over 150 countries.

www.westernu.ca



Delegates

Antonio Álvarez-Ossorio Alvariño,
*Vice-President for Institutional
Relations and Employability,*
Universidad Autónoma de Madrid

Sarah Beresford, *Senior International
Consultant,* The Knowledge
Partnership

Eilis O'Brien, *Director of
Communications,* University College
Dublin

Karen Carriero, *Director of Marketing
and Communications,* University of
Western Australia

Ken Punter, *Deputy Head of
University Marketing,* University of
Warwick

Caroline Runéus, *Communications
Director,* Lund University

Marina Tofting, *Director of
Communications,* University of Oslo



Agenda

Wednesday 8th October

5.30pm Coach leaves from Michigan League, Ann Arbor

8.30pm Check in at the Station Park Inn

Thursday 9th October

8:40 am Transportation from Station Park Inn to Western campus

- 9 – 10:55 am
- Welcome to Western, Introduction to International Strategy
 - Refreshment break
 - Campus history and tour

Helen Connell, Associate Vice-President, Communications & Public Affairs

Kris Dundas, Communications Officer, Western International

Julie McMullin, Vice-Provost (International)

Location: Western International/International & Exchange Student Centre

- 11-12 am
- Ivey Business School: Marketing Ivey Internationally, Brand Strategy
- Mark Vandembosch, Associate Dean, Programs, Ivey Business School.*

Ivey Business School

12-1 pm Lunch

- 1:15 – 2:45 pm
- The Student Experience and Importance of Residence to the Western Experience
- Chris Alleyne, Assistant Director, Residence Engagement*

Ontario Hall, Tour, Conference room

2:45 – 3 pm Transportation to the Centre for Planetary Science and Exploration

3 – 3:15 pm Refreshment break

- 3:15 – 4:30 pm
- Media Relations Case Study: Promoting Western's Research Strengths
- Professor Peter Brown, Director, Centre for Planetary Science and Exploration*
- Keith Marnoch, Director, Media Relations*

4:30 pm Transportation from campus to hotel

6.00 pm Transportation from hotel to Museum London

6:30 – 8:30 pm • Reception at River Room, Museum London
Janice Deakin, Provost and Vice-President (Academic)
Julie McMullin, Vice-Provost (International)

- Museum Tour
Brian Meighen, Director, Museum London

Friday 10th October

8:40 – 9 am *Transportation from hotel to campus*

9 – 10:30 am • Our Extraordinary Community: Alumni Relations and Development at Western
Diana Cunningham, Director, Alumni and Development Communications
Trista Walker, Executive Director, Alumni Relations

Westminster Hall Room 355

10:30 – 10:45 am Refreshment Break

10:45 am – 12 pm • Social Media: Engaging a Worldwide Community
Melissa Cheater, Digital Content Manager
Terry Rice, Director, Marketing and Creative Services

Westminster Hall Room 355

12 – 1 pm Lunch with senior Communications Directors

1pm Study tour ends

1.30pm Transportation to Niagara Falls from Western University campus (approximate time 3 hrs)



Useful informational

Contacts

Sarah Beresford will accompany delegates to Western University and will remain the main point of contact until the tour ends on Friday 10th October. Messages can be left for Sarah at The Station Park Inn.

Travel

Delegates will travel to London, Ontario by coach directly after conference. The coach will leave from The Michigan League at 5.30pm. The journey will last approximately 2.5 hours.

Delegates will be served a packed dinner en route.

Travel at the end of the tour

It is the responsibility of delegates to arrange their return travel from Western University, London Ontario.

Delegates can fly from London, connecting with Toronto airport, or take an airport shuttle either onward to Toronto or returning to Detroit airport to connect with international flights.

Airport information: <http://www.londonairport.on.ca/>

Shuttle information and bookings: <http://www.robertq.com/>

Optional visit to Niagra Falls at end of tour

Western University will provide transport for delegates wishing to visit Niagra Falls on Friday 10th October. The bus will leave at 1.30 pm from Western University Campus.

Please note that delegates are responsible for arranging their own travel from Niagra to Toronto.

Delegates travelling from Niagra to Toronto Pearson International Airport or Buffalo Airport (USA) can arrange transfers through www.niagaraairbus.com (approximate cost \$85–\$90 CAD).

Delegates wishing to travel to downtown Toronto from Niagra can use the GO train service which delivers passengers to Union Station downtown - within easy access to the CN tower, Eaton Centre for shopping, University of Toronto and many other sites. The cost is approximately \$21 and more information can be found at www.gostransit.com/public/en/travelling/niagara.aspx

Please note we advise that you book all travel in advance as Saturday 11th October is the Canadian Thanksgiving holiday weekend.

Accommodation

Delegates are responsible for booking their own accommodation. Western University recommends the following accommodation for delegates wishing to extend their trip:

London:

Rooms have been reserved at the Station Park Inn for Friday 10th October for those delegates wishing to stay on at the hotel. Rates will be \$137 per night.

Niagara:

For those travelling to Niagara Falls we recommend the following hotels:

- Hilton Hotel & Suites, www.niagarafallshilton.com
Rates per night: Fallsview \$229, Cityview \$199
- Embassy Suites Hotel www.embassysuitesniagara.com
Rates per night: Fallsview \$255 - \$290, Cityview \$195
- Sheraton on the Falls, www.sheratononthefalls.com
Rates per night: Fallsview \$239 Cityview \$159

All prices are in Canadian currency (CAD).



Study Tours only cover the cost of administration. The Knowledge Partnership will organise the itinerary but the costs of travel, accommodation and food have to be met by the delegates. Delegates are responsible for their own insurance and healthcare on these trips. Whilst we do our best to ensure the tours offer very high value, The Knowledge Partnership is not liable for the health, safety or welfare of delegates on the study tours.

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