

28th January 2015

DISCOVER

The World100 Reputation Network

A M S T E R D A M



DISCOVER AMSTERDAM

RESEARCH

NETWORK

REPUTATION

CONNECTION

COMMUNICATION

WORLD-CLASS

NETWORKING EVENT FOR SENIOR MARKETING,
COMMUNICATIONS & INTERNATIONAL DIRECTORS
IN WORLD-CLASS NORTHERN EUROPEAN UNIVERSITIES



THE WORLD 100 REPUTATION NETWORK COMMITTEE:



Louise Simpson
Director
The World 100
Reputation Network



Mark Sudbury
Director of Communications
& Marketing, UCL & Chair,
The World 100
Reputation Network



Lee Doyle
Director, Communications Policy
& Administration
University of Michigan



Andrea Farquhar
Assistant
Vice-President, Public
& Government Relations
McMaster University



Ulla Gjørting
International Director
Aarhus University



Lara McKay
Executive Director, Marketing
& Communications
University of Melbourne

WELCOME & Introduction

Welcome to the first 'Discover the World 100 Network' event in Amsterdam, the Netherlands, home to some of the best universities in the world. Today marks the launch of a new series of events exclusively for the top global universities. The series aims to demonstrate how the World 100 Reputation Network enhances capacity to manage complex issues of reputation, to build international relations, and to develop strategy.

The World 100 Reputation Network is a group of the world's most prestigious universities undertaking research that enhances reputation management, international relations and strategy.

Since its inception in 2006, The Network has grown from a group of four UK-based institutions to a global network. It connects directors responsible for reputation (directors of communications, marketing, international and strategy as well as deans and pro-vice-chancellors) in 43 world-class universities across 15 countries.

The Network facilitates the sharing of innovative perspectives on reputation, international relations and global brand building via its research, events and study tours. The annual research project, undertaken by members, pushes the boundaries of global reputation management, progresses strategy and empowers reputation managers to excel, sharing good practice and working together to overcome common challenges.

Today members will draw upon their own experiences to demonstrate how The Network informs and adds value to their daily communications practices.

We invite you to play an active role in our discussions on future global marketing priorities and the challenges and opportunities for northern European universities.

We want you to leave inspired by our speakers, enlivened by thought-provoking discussions and in contact with numerous professionals from across northern Europe. Most importantly, we hope to convey the ethos which drives the Network and the spirit of fellowship that maintains it.

Louise Simpson
Director

The World 100
Reputation Network

Mark Sudbury
Director of Communications
& Marketing, UCL and Chair,
The World 100
Reputation Network

Biographies



Mark Sudbury is UCL's Director of Communications and Marketing, responsible for developing the profile and reputation of one of the world's leading universities. He runs an integrated team covering media relations, web / social media, corporate events, student recruitment marketing and international recruitment. Mark joined UCL in 2007 from the UK Government, where he led communications for major legislation that introduced a ban on smoking in public places. He was previously Head of Public Affairs at the Football Association, and started his career at the University of Sussex.



Louise Simpson Director, The World 100 Reputation Network. Louise is an expert in education reputation management, with a focus on research-intensive universities. In 2006, she created the World 100 Network, a network and a research group evaluating the communications of the World top 100 universities. She consults widely on reputation for universities in the UK and further afield in Europe. She has an MPhil from Manchester Business School on how reputation is measured and the impact of rankings on reputation in higher education. Before consultancy beckoned, Louise was Director of Communications for the University of Cambridge and worked there for 10 years.

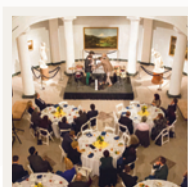
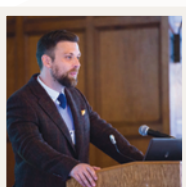


Amaya Mendikoetxea Dean for Undergraduate Studies and Pro-Vice Chancellor for International Relations, Universidad autónoma de Madrid, holds a DPhil in Linguistics from the University of York (UK). She has been a visiting scholar at several universities in Europe and the USA (Massachusetts Institute of Technology, UCLA, Lancaster University) and is currently a senior lecturer in the department of English Philology at the Universidad autónoma de Madrid (UaM). She specialises in the syntax and semantics of Romance and Germanic languages.



Sabine Buth is a Communications Advisor at EP-Nuffic: internationalising education. Sabine works for the Education Promotion Department, where she positions and promotes Dutch higher education abroad. She graduated from the Radboud University Nijmegen and holds a Master in International Business Communication.

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AGENDA:

9.30 ▼ 10.00	Coffee and registration
10.00 ▼ 10.15	Welcome <i>Mark Sudbury</i> <i>Director of Communications & Marketing, UCL</i>
10.15 ▼ 11.00	Interactive session on global reputation priorities <i>Louise Simpson</i> <i>Director, The W100 Network</i>
11.00 ▼ 11.30	Coffee break
11.30 ▼ 12.45	Member perspectives on the W100 Network
12.45 ▼ 13.45	Lunch
13.45 ▼ 14.45	Global challenges from a Dutch perspective <i>PG Kroeger</i> <i>Editor in Chief, ScienceGuide</i> & <i>Yahsa Lange</i> <i>Head of Corporate Communication</i> <i>University of Amsterdam</i>
14.45 ▼ 15.00	Coffee break
15.00 ▼ 15.45	Global positioning of Dutch higher education <i>Frederika Cazemier</i> <i>President, Dutch Higher Education Network in International Marketing (DHENIM)</i> & <i>Sabine Buth</i> <i>Communications Advisor, EP-Nuffic</i>
15.45 ▼ 16.00	Closing remarks

Biographies



Ulla Gjørling, International Director, Aarhus University, has prime responsibility for the International Centre and its activities. The International Centre provides services for student and staff mobility in and out of AU. Prior to her job at Aarhus University, Ulla worked with evaluation and assessment within the educational sector, as an expert on blended learning with the Ministry of Education and as an editor of multimedia for education.



Lars Uhlin has been with Lund University for eight years and is currently holding the position as Head of Branding Office, within Corporate Communications. Lars is responsible for supporting the main brand at a highly decentralised university. Before joining Lund University, Lars has worked at three different consultancy firms within PR and management.



PG Kroeger is editor in chief of ScienceGuide, the leading Dutch online medium of the HE and Knowledge sector. He has worked as an advisor in the Dutch Parliament, at the National Association of Universities of Applied Science, as personal advisor to the Minister of Education and Science and at the European Commission, where he helped prepare the Maastricht Treaty.



Yasha Lange is head of corporate communications of the University of Amsterdam, leading the marketing, internal and external communications of the largest University in the Netherlands. He has 10+ years' experience in corporate communications and PR/media relations in (international) organisations. Prior to this, he worked as editorial chief of a Dutch weekly and reporter for a Dutch daily newspaper.



Frederika Cazemier is an International Marketing and Recruitment Manager at Windesheim University of Applied Sciences. Her main areas of expertise are branding, international recruitment, communication and marketing in the higher education sector. She is also President of DHENIM (Dutch Higher Education Network for International Marketing), a member-led, non-profit Dutch higher education foundation for knowledge sharing and expertise in the field of international marketing of higher education.

WORLD 100 MEMBERS

- R Aarhus University, Denmark
- R University of Aberdeen, UK
- N University of Adelaide, Australia
- R Australian National University, Australia
- R Universitat autònoma de Barcelona, Spain
- R The University of Bristol, UK
- N University of Cape Town, South Africa
- R Cardiff University, UK
- N The University of Chicago, USA
- R University of Copenhagen, Denmark
- R University College Dublin, Ireland
- R The University of Edinburgh, UK
- R University of Glasgow, UK
- R University of Helsinki, Finland
- N City University of Hong Kong, Hong Kong
- N The University of Hong Kong, Hong Kong
- R Keio University, Japan
- R Korea University, Korea
- N King's College London, UK
- R University College London, UK
- R London School of Economic & Political Science, UK
- R Lund University, Sweden
- R Universidad autónoma de Madrid, Spain
- R The University of Manchester, UK
- N McMaster University, Canada
- R The University of Melbourne, Australia
- N University of Michigan, USA
- N Monash University, Australia
- R The University of Nottingham, UK
- N University of Oslo, Norway
- R University of Padova, Italy
- R Queen Mary University of London, UK
- R University of Sheffield, UK
- R University of Southampton, UK
- R University of Sydney, Australia
- N The University of Texas at Austin, USA
- R The University of Tokyo, Japan
- N University of Toronto, Canada
- N Trinity College Dublin, UK
- R The University of Warwick, UK
- N University of Western Australia, Australia
- N University of Western Ontario, Canada
- R The University of York, UK

R = Research Level Member N = Network Level Member

BECOME A WORLD 100 MEMBER...

To become a member or to find out more about The World 100 Reputation Network, please contact:

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