



HIGH LEVEL TRAINING ACADEMY

12-16 SEPTEMBER 2016

THE WORLD 100 ACADEMY

TRAINING IN CAMBRIDGE FOR COMMUNICATIONS, MARKETING AND INTERNATIONAL STAFF IN GLOBAL UNIVERSITIES

The World 100 Reputation Network is pleased to announce the launch of its first **World 100 Academy**, an intensive practical reputation training programme, starting this **autumn in Cambridge**.

Aimed at professional **communications, marketing and international staff in international World 100 universities**, with pre-director or first-director level experience, it will build practical and strategic skills that can be applied to support reputation, strengthen recruitment and deepen brand distinction.

Trainers with in-depth expertise from leading communications, marketing and international at World 100 global research universities will lead each session.

The Academy will be held at **The Moller Centre**, Churchill College, Cambridge, **12-16 September 2016**. Small classes will provide an intensive and focused experience. Group project work will support networking and interactive learning, with an optional dinner at **Clare College** – one of Cambridge University's oldest colleges.

The course will cover:

- ❖ **COMMUNICATIONS**
- ❖ **BRAND AND REPUTATION BUILDING**
- ❖ **INTERNATIONAL MARKETING**
- ❖ **RECRUITMENT**
- ❖ **PARTNERSHIPS**



Book your place now! World 100 members will be given priority booking and we will encourage diversity from across universities to create an international classroom.

PLEASE TURN OVER FOR FURTHER DETAILS

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W100 ACADEMY 2016



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COSTS

Full week course: Including four lunches, teas and coffees, and training materials.	£2000
Social package Wednesday: Includes punting, Cambridge walking tour and dinner at Clare College	£150
Optional pub meals	In the region of £40
Accommodation: (bookable Sunday – Saturday)	£90 per night

If you would like to know more,
please email Sarah Thomas:

sarah.thomas@theknowledgepartnership.com

TRAINERS

Trainers to be finalised, but will be drawn from
The World 100 Academy Training Panel, including:

- ◆ **ALAN FERNS**
DIRECTOR OF COMMUNICATIONS,
UNIVERSITY OF MANCHESTER
- ◆ **TANIA RHODES-TAYLOR**
DIRECTOR OF COMMUNICATIONS AND MARKETING,
QUEEN MARY UNIVERSITY OF LONDON
- ◆ **TRACY CHALK**
FORMER MARKETING DIRECTOR AUSTRALIA NATIONAL
UNIVERSITY, NOW DIRECTOR OF MARKETING AT UWE
- ◆ **ULLA GJØRLING**
FORMER INTERNATIONAL DIRECTOR AT AARHUS UNIVERSITY,
NOW HEAD OF RECTOR'S OFFICE AT AALBORG UNIVERSITY
- ◆ **ADRIAN THOMAS**
DIRECTOR OF COMMUNICATIONS, LSE
- ◆ **MARK SUDBURY**
DIRECTOR OF COMMUNICATIONS AND MARKETING, UCL
- ◆ **HILARY LAYTON**
DIRECTOR OF INTERNATIONALISATION, UNIVERSITY OF YORK
- ◆ **LOUISE SIMPSON**
DIRECTOR, THE WORLD 100 REPUTATION NETWORK
- ◆ **JASPER STEEN WINKEL**
DIRECTOR OF COMMUNICATIONS, UNIVERSITY OF COPENHAGEN
- ◆ **EILIS O'BRIEN**
DIRECTOR OF COMMUNICATION, UCD
- ◆ **COR JANSEN**
DIRECTOR OF COMMUNICATION AND MARKETING,
UTRECHT UNIVERSITY