

**CIRCLES OF INFLUENCE:
PUTTING YOUR UNIVERSITY AT THE HEART OF THE
CONVERSATION**

**UTRECHT UNIVERSITY, THE NETHERLANDS
5TH - 6TH OCTOBER 2017**

**PRECEDED BY A STUDY TOUR TO
THE UNIVERSITY OF GRONINGEN**



W100 RESEARCH MEMBERS STUDY TOUR, UNIVERSITY OF GRONINGEN

1ST OCTOBER

Arrive in Groningen and stay at NH Hotel de Ville. Optional casual dinner at 8pm.

2ND OCTOBER 0900 - 1730

The Groningen brand and overseas expansion. Tour of historic university.

Followed by drinks and dinner at 1900.

3RD OCTOBER 0900 - 1430

Campaigns, Nobel Prizes, and impactful research.

Travel to Utrecht by train at 1518 to arrive in Utrecht at 17.12.

MEMBERS' DAY IN UTRECHT

WEDNESDAY 4TH OCTOBER

10:30: Meet at Hotel Karel V reception to walk as a group, or meet at Oudegracht 'the old canal' opposite number 85 just before 11.00.

11:00: Boat tour along the beautiful canals of Utrecht

12:30: Buffet lunch in Paushuize (House of the Pope)

14:00 – 15:00: Guided tour and a visit to the Central Museum

15:00 – 16:30: Partnership Lounge at Karel V (pre-booking required). See separate email for further information.

16:30 – 17:30: W100 Committee Meeting, Karel V Hotel

19.00: World 100 Members' Dinner at Museum Speelklok.

Please meet at Karel V Hotel at 18:45 for 'walking bus' to Museum Speelklok.

CONFERENCE DAY 1 – THURSDAY 5TH OCT 2017 AT TIVOLIVREDENBURG

TIME	ACTIVITY			
8.45 - 9.30	Registration & coffee - TivoliVredenburg			
9.30 - 9.45	Welcome & overview – Andrea Farquhar, W100 Chair & Louise Simpson, W100 Director			
9.45 - 10.05	Welcome to Utrecht – Cor Jansen			
10.05 - 10.35	Plenary 1: The future of the university. Prof Bert van der Zwaan, Rector of Utrecht University and Chair of the LERU			
10.35 -11.05	Plenary 2: American universities: navigating in changing times Joanna Regulska, Vice Provost and Associate Chancellor for Global affairs at University of California, Davis			
11.05 - 11.20	Q and A			
11.20 - 12.00	BREAK			
12.00 – 13.00	<table border="0"> <tr> <td style="vertical-align: top;"> <p>WORKSHOP 1 Beyond degrees: NUS’ approach to attracting Millennials. Arlene Tan, Associate Director, Strategic Communications, Office of Corporate Relations, NUS</p> </td> <td style="vertical-align: top;"> <p>WORKSHOP 2 Managing the radical voice in a liberal context. Joanna Regulska, Vice Provost and Associate Chancellor for Global Affairs at University of California, Davis</p> </td> <td style="vertical-align: top;"> <p>WORKSHOP 3 City influence: brand, engagement and civic power Tania Rhodes-Taylor, Vice Principal, External Relations, University of Sydney and Alan Ferns, Assistant VP for External Relations and Reputation, University of Manchester</p> </td> </tr> </table>	<p>WORKSHOP 1 Beyond degrees: NUS’ approach to attracting Millennials. Arlene Tan, Associate Director, Strategic Communications, Office of Corporate Relations, NUS</p>	<p>WORKSHOP 2 Managing the radical voice in a liberal context. Joanna Regulska, Vice Provost and Associate Chancellor for Global Affairs at University of California, Davis</p>	<p>WORKSHOP 3 City influence: brand, engagement and civic power Tania Rhodes-Taylor, Vice Principal, External Relations, University of Sydney and Alan Ferns, Assistant VP for External Relations and Reputation, University of Manchester</p>
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13.00-14.00	LUNCH			
14.15 – 14.45	Buses to Utrecht Science Park (please wear comfortable shoes as there is some walking involved!)			
15.00 - 16.00	Research cafes. Visit some of Utrecht’s leading academics in their research environment, and learn why the Utrecht Region has been ranked by the European Commission as one of Europe’s most competitive regions for three years in a row. Utrecht University, a major player within this area, presents a few short research cafés that illustrate why multidisciplinary and regional collaboration add up to high quality reputation. Refreshments will be provided.			
16.00 - 17.00	Drinks in Botanical Gardens			
17.00 – 17.30	Buses back to the hotels			
19.00 – 22.00	Drinks reception followed by Conference dinner in the Aula (University Hall) Dress code: Smart			

CONFERENCE DAY 2 – FRIDAY 6TH OCT 2017 AT UTRECHT UNIVERSITY

TIME	ACTIVITY		
8.45 - 9.30	Coffee – Academiegebouw, Utrecht University		
9.30 - 9.45	Overview – Andrea Farquhar, W100 Chair & Louise Simpson, W100 Director		
9.45 – 10.10	Plenary 3: Global influence from a multinational perspective. Saskia Kapinga, Vice President External Relations at Shell International.		
10.15 - 10.45	Plenary 4: Masterminding metamorphosis: taking staff and stakeholders in a bold new direction Rachel Sandison, Director of Marketing and Communications, University of Glasgow		
10.45 – 11.15	Plenary 5: Influencing the influencers Results of W100 research, Influencing the influencers: how to persuade academics and employers to vote for you in the rankings! Louise Simpson, Director of The World 100 Network		
11.15 – 11.30	Panel discussion		
11.30 – 12.00	BREAK		
12.00 – 13.00	WORKSHOP 4 Connecting with employers and industry as a way to strengthen global influence. Dasha Karzunina, Market Insights Manager, QS Intelligence Unit	WORKSHOP 5 From Potholes to Performance: building a top university relations function from scratch in a very short time. Diane Kenyon, Vice-President, University Relations, University of Calgary and Kim Lawrence, University of Calgary and International Brand Master (IBM award winner)	WORKSHOP 6 The World 100@10; the last decade in reputation and the shape of things to come Mark Sudbury, Head of Global Network Development, The World 100 Reputation Network
13.00 – 14.00	LUNCH		
14.00 – 15.00	WORKSHOP 7 Flexing social media. The use of Weibo. Katherine Ma, Director of Communications & Public Affairs Office, The University of Hong Kong & Community building through social media. Jessica Winters, Head of International Student Recruitment, Utrecht University	WORKSHOP 8 Punching above your age – how to influence as a young global university? Ulla Gjølring, Head of Rector's Office, Aalborg University, Denmark and Denis Ancion, Director of Marketing and Communications, Maastricht University	WORKSHOP 9 Realising Opportunities: A 2017 research project for a national collaboration of leading universities. Sarah Askew, The Knowledge Partnership, and Barbara Herring, Senior Project Manager, Newcastle University

15.00 - 15.15

BREAK

15.15 - 15.45

Plenary 6: Rescuing the soul of a liberal education: the Dutch influence on the global stage, and the creation of the Dutch Liberal Arts College
James Kennedy, Dean of the Utrecht University College

15.45 - 16.00

W100 Annual Conference 2018

16.00 - 17.00

Drinks

17.00

Event close

Day 1

TivoliVredenburg

Vredenburgkade 11

3511 WC Utrecht

Day 2

Academiegebouw (Academic Building)

Utrecht University

Domplein 29

3512 JE Utrecht

