



**QUEEN'S
UNIVERSITY
BELFAST**



WORLD 100
REPUTATION NETWORK

STUDY TOUR PROGRAMME

**SHAPING A
BETTER WORLD
SINCE 1845**

WELCOME

We are delighted to welcome you to Queen's University Belfast for the W100 Study Tour 2019. Since 1845 Queen's has built a reputation as a research-focused institution with local and international impact. Ranked 173 in the QS World University Rankings 2020 and a member of the Russell Group, Queen's is Northern Ireland's premier university.

Queen's was judged the leading global online brand in last year's World 100 Brand Snapshot research project. The team responsible for the brand review that drove this achievement will give us an insight into what informed their decisions and tell us more about how they developed Global Research Institutes and Pioneer Research Programmes to enhance their reputation.

We will also visit a number of leading academic centres at Queen's covering a range of topics from cell biology to global peace, and the latest in communication technology.

Then finally, a chance to explore historic Belfast, lauded by Lonely Planet for its energy and lively atmosphere. We will visit the Titanic Visitor Attraction and consider the analogy of the vast amounts of unseen work that go into improving a university's reputation beneath the visible tip of the iceberg!

Isabel Jennings

Director of Marketing, Recruitment, Communications and Internationalisation, Queen's University Belfast



PROGRAMME

THURSDAY 12TH SEPTEMBER 2019

TIME	ACTIVITY
9.00	Meet at Titanic Hotel lobby, transport to Queen's University Belfast
9.30	"Queen's University Belfast: Shaping a Better World Since 1845", Ms Isabel Jennings (Director of Marketing, Recruitment, Communications and Internationalisation) and Mr Jamie Armstrong (Head of Strategic Marketing and Communications), Canada Room, Lanyon Building
11.15	Morning Tea and Coffee, Canada Room, Lanyon Building
11.30	Tour of Belfast Peace Walls with Professor Dominic Bryan from the Senator George J Mitchell Institute for Global Peace, Security and Justice
13.00	Lunch in the Great Hall, Lanyon Building, Queen's University Belfast
14.30	Campus tour hosted by Queen's international students
15.30	"From Discovery to Recovery," meet the researchers at Queen's Centre for Cancer Research and Cell Biology who are finding new ways to advance and tackle cancer care by taking the lead in personalised treatment.
17.00	Transport to Titanic Hotel
18.45	Transport to the Merchant Hotel in the heart of Belfast's historic Cathedral Quarter for a rooftop garden drinks reception and dinner in the stunning Great Room restaurant

FRIDAY 13TH SEPTEMBER 2019

TIME	ACTIVITY
9.15	Meet at Titanic Hotel lobby, walk to Queen's Institute of Electronics, Communications and Information Technology
9.30	Tour of Queen's Institute of Electronics, Communications and Information Technology
11.00	Guided tour of the world's leading visitor attraction, Titanic Belfast
13.00	Lunch at Queen's Institute of Electronics, Communications and Information Technology

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