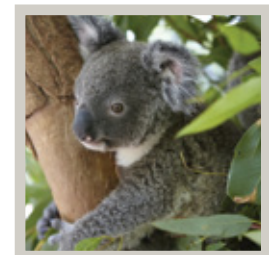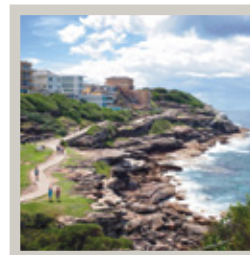# WORLD 100
REPUTATION NETWORK

THE POWER OF PLACE
COMMUNICATING GLOBAL UNIVERSITIES AS DESTINATIONS AND EXPERIENCES

THE WORLD 100 REPUTATION NETWORK ANNUAL CONFERENCE 2015

RESEARCH

WORLD-CLASS

NETWORK

REPUTATION

CONNECTION

COMMUNICATION

THE POWER OF PLACE

SYDNEY

28 - 29 SEPTEMBER 2015
THE UNIVERSITY OF SYDNEY

THE UNIVERSITY OF
SYDNEY

Australian
National
University

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QS INTELLIGENCEUNIT

THE CHRONICLE
of Higher Education
Chronicle.com

CONTENTS

WELCOME
from the Chair and Director

Welcome to The World 100 Reputation Network conference 2015! We are delighted that you, the experts, have travelled the globe to participate in the 6th World 100 annual conference.

Testament to the relevance of this conference is the calibre of our contributors, including Professor Dame Nancy Rothwell, President and Vice-Chancellor of The University of Manchester, and Professor Er Meng Hwa, Vice President of International Affairs at Nanyang Technological University. All of our speakers are here to share their expert approaches to destination marketing, which are as innovative as they are inspirational.

We hope that you will be inspired by the beautiful surroundings in which you find yourselves. What better setting for an event focused on 'The Power of Place' than The University of Sydney, Australia's first university, set in one of the world's great cities?

Though the location of this event changes, the purpose remains the same: an opportunity for senior figures from the best universities in the world to discuss, debate, and develop new approaches to reputation management.

This year, our delegates represent over thirty world-class institutions from 15 countries, and all of them are united by their commitment to the pursuit of a global reputation for excellence. Together, we will discuss and explore the extent to which place impacts reputational issues. Your expertise, be it communications, marketing, leadership, or strategy, will enrich these discussions, and will help those in charge of their university's reputation to understand it and better amplify it, so we encourage you to network, to share, and to get involved!

We know that you will enjoy the conference social activities, which have been designed to give you the opportunity to network while experiencing all that this fabulous place has to offer. One of the highlights will be the gala dinner hosted by The University of Sydney; we will watch the sun set over the sails of Sydney Opera House while sampling the gastronomic delights of one of the city's best restaurants.

As ever, we look forward to hearing your views, views which help to shape The World 100 Reputation Network and without which we would not be here.

LOUISE SIMPSON
Director, The World 100 Reputation Network

MARK SUDBURY
Chair, The World 100 Reputation Network
Director of Communications and Marketing, UCL

About The World 100 Reputation Network

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.

The Network connects senior directors responsible for reputation in world-class institutions, and remains the only professional network for directors of communications, marketing, and international in world-class institutions. Although global in outlook, the Network offers its members the opportunity to become part of a 'local' community existing to share good practice, transfer knowledge, and overcome common challenges.

Now comprising 45 world-class institutions from all continents, the W100's international diversity is one of the reasons members find the Network so valuable.

Our members actively contribute to the development of the Network by hosting and participating in W100 events. All our events, whether it be an international conference or an exclusive study tour, enable members to exchange innovative perspectives on reputation and global brand building.

Equally important is the research undertaken by our members. The Network engages in an annual research project that pushes forward the boundaries of knowledge around reputation and provides a robust evidence base for future strategy and operational planning.

Please refer to the membership brochure included in your conference pack to learn more about the W100 Network.

Become a World 100 Member

To become a member or to find out more about membership, please contact:

Jennifer Vance, Communications and Events Manager

info@theworld100.com

2015 CONFERENCE COMMITTEE

MARK SUDBURY
Director of Communications and Marketing, UCL
Chair, The World 100 Reputation Network

LOUISE SIMPSON
Director
The World 100 Reputation Network

LARA McKAY
Executive Director of Marketing and Communications
The University of Melbourne

LEE DOYLE
Director of Communications Policy and Administration
University of Michigan

ANDREA FARQUHAR
Assistant Vice-President of Public and Government Relations
McMaster University

ULLA GJØRLING
International Director
Aarhus University

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WORLD 100 MEMBERS

- (R) Aarhus University, Denmark
- (R) University of Aberdeen, UK
- (D) University of Adelaide, Australia
- (R) University of Alberta, Canada
- (D) Australian National University, Australia
- (R) Universitat Autònoma de Barcelona, Spain
- (R) University of Cambridge, UK
- (D) University of Cape Town, South Africa
- (R) Cardiff University, UK
- (D) University of Chicago, USA
- (R) University of Copenhagen, Denmark
- (R) University College Dublin (UCD), Ireland
- (R) The University of Edinburgh, UK
- (R) University of Glasgow, UK
- (R) University of Groningen, The Netherlands
- (R) University of Helsinki, Finland
- (D) City University of Hong Kong, Hong Kong
- (D) The University of Hong Kong, Hong Kong
- (R) Keio University, Japan
- (D) King's College London, UK
- (R) Korea University, Korea
- (R) Kyushu University, Japan
- (D) London School of Economic and Political Science (LSE), UK
- (R) UCL, UK
- (R) Lund University, Sweden
- (D) Universidad Autónoma de Madrid, Spain
- (R) University of Malaya, Malaysia
- (R) The University of Manchester, UK
- (R) McMaster University, Canada
- (R) The University of Melbourne, Australia
- (D) University of Michigan, USA
- (D) Monash University, Australia
- (D) University of New South Wales, Australia
- (R) University of Padova, Italy
- (R) Queen Mary University of London, UK
- (R) University of Sheffield, UK
- (R) University of Southampton, UK
- (D) The University of Sydney, Australia
- (D) University of Toronto, Canada
- (R) Utrecht University, The Netherlands
- (R) The University of Warwick, UK
- (D) University of Waterloo, Canada
- (D) University of Western Australia, Australia
- (D) University of Western Ontario, Canada
- (R) University of York, UK

(R) = *Research Level Member*

(D) = *Discover Member*

Conference Hosts
THE UNIVERSITY OF SYDNEY

In creating the first university in Australia in 1850, the University's founders recognised the power of education to change society, and we have been challenging tradition since our beginnings more than 160 years ago. The University of Sydney was one of the first universities in the world to admit students solely on academic merit, and to open its doors to women on the same basis as men.

Today, our community comprises more than 50,000 students (10,000 of whom are international), more than 3,000 academic staff, and a global network of over 300,000 alumni.

Belief in the transformative power of education, combined with a commitment to fostering greater knowledge and understanding of the world, remains at the very core of The University of Sydney even today.

We are also one of the world's leading comprehensive research and teaching universities, consistently ranked in the world's top 1% of universities. We are ranked in the top 50 engineering and technology universities in the world and are regularly ranked in the world's top 25 universities for humanities and social sciences by the *Times Higher Education*. Sydney Medical School is one of the highest ranked medical schools in the Asia-Pacific region, and the Business School's Master of Management programme was ranked number one in Australia by the *Financial Times* in 2014.

As a central part of our international strategy, we are committed to fostering partnerships with other leading institutions and promoting mobility of students and staff. Our partners include some of the world's leading universities, and with them, we take part in research collaborations and academic exchanges. These include more than 60 research collaborations with partners in Asia and India.

In addition, we have more than 280 student exchange partners in Asia, Canada, Israel, Scandinavia, the United Kingdom, the United States, and Western Europe. In 2014, we entered a partnership with one of Europe's leading humanities institutions, Sciences Po, which allows students to split four years of study between one of the three Sciences Po campuses and Sydney.

The University of Sydney's research strategy is to nurture disciplinary excellence while enabling delivery of solutions to real-world 21st century problems. Our research community includes more than 1300 research staff and almost 5,000 research students. The University is home to 75 research centres and three National Health and Medical Research Council Centres of Excellence, and a member of ten Cooperative Research Centres.
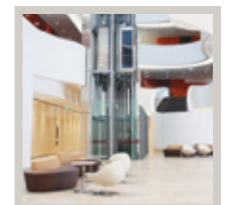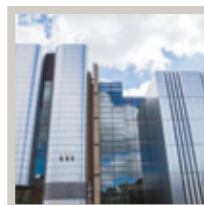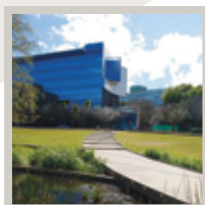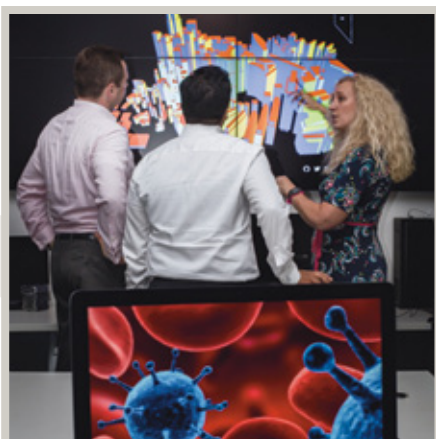
W100 Member Activities

W100 Members have the option to participate in a number of additional networking activities. Activities are offered at no extra cost; all have been specially designed to give you a chance to make new connections while experiencing Sydney.

SUNDAY 27 SEPTEMBER

12.15 – 13.15

TOUR OF THE SYDNEY OPERA HOUSE

Go behind the scenes of the Sydney Opera House on a private, special access tour.

14.30 – 16.15

SYDNEY HARBOUR CRUISE

Drift lazily past iconic landmarks including Sydney Harbour Bridge and the Royal Botanic Gardens, all the while enjoying some typically Australian refreshments.

19.00 – 22.00

DINNER ON BONDI BEACH

Watch the waves break on one of the most famous beaches in the world as you ready yourself for a feast from the sea at one of Sydney's best loved beachside restaurants.

MONDAY 28 SEPTEMBER

15.00 – 16.30

TOURS OF THE UNIVERSITY OF SYDNEY

Sample the many facets of Australia's oldest university. Discover its stunning architecture and beauty, from the historic Quadrangle to more modern architecture, or visit the ICT Innovation TechLab, which houses physical and virtual technologies we once only dreamed of in the realm of science fiction.

THESE ACTIVITIES ARE FOR W100 NETWORK MEMBERS ONLY. **THOSE WISHING TO PARTICIPATE MUST HAVE REGISTERED IN ADVANCE**

Networking
Activities

Invitation

The University of Sydney invites all
delegates to a gala dinner at

The Dining Room at
THE PARK HYATT
on Sydney Harbour

Monday 28 September
at 7.00pm

The evening will begin with
pre-dinner drinks on a private terrace
against a spectacular backdrop
of the Sydney Opera House

If you would like to attend, please contact

Jennifer Vance, Communications and Events Manager

info@theworld100.com

by Friday 18 September

**PRACTICAL INFORMATION ON ALL NETWORKING
ACTIVITIES CAN BE FOUND ON PAGES 27-28**

THE GALA DINNER IS OPEN TO ALL CONFERENCE DELEGATES. **THOSE WISHING TO ATTEND MUST HAVE REGISTERED IN ADVANCE**

MONDAY 28 SEPTEMBER

MORNING THEME: CREATING A SENSE OF PLACE

Time	Session
8.30 ▼ 9.15	**REGISTRATION AND COFFEE**	*MacLaurin Hall*
9.15 ▼ 9.30	**WELCOME & OVERVIEW**	*MacLaurin Hall* **MARK SUDBURY**, Chair, The W100 Network **LOUISE SIMPSON**, Director, The W100 Network
9.30 ▼ 9.55	**WELCOME TO SYDNEY**	*MacLaurin Hall* **MICHAEL SPENCE**, Vice-Chancellor and Principal, The University of Sydney **ACKNOWLEDGEMENT OF COUNTRY**	*MacLaurin Hall* **SHANE HOUSTON**, Deputy Vice-Chancellor of Indigenous Strategy and Services, The University of Sydney
10.00 ▼ 10.25	**PLENARY 1**	*MacLaurin Hall* **OVERCOMING THE TYRANNY OF DISTANCE: SELLING THE SYDNEY BRAND OVERSEAS** **MARIAN THEOBALD**, Director of Marketing and Communications, The University of Sydney **MICHELLE CARLIN**, Director of Global Student Recruitment, The University of Sydney
10.30 ▼ 10.55	**PLENARY 2**	*MacLaurin Hall* **MADE IN MANCHESTER: FUELLING THE NORTHERN POWERHOUSE** **NANCY ROTHWELL**, President and Vice-Chancellor, The University of Manchester
10.55 ▼ 11.15	**PANEL DISCUSSION**	*MacLaurin Hall*
11.15 ▼ 11.45	**COFFEE BREAK**	*MacLaurin Hall*

WORKSHOPS

	WORKSHOP 1 *New Law School Seminar 115*	WORKSHOP 2 *New Law School Seminar 117*	WORKSHOP 3 *New Law School Learning Studio 030*
11.45 ▼ 12.45	**GOING FOR GOLD: OPPORTUNITIES FOR UNIVERSITIES IN MAJOR SPORTING EVENTS** **AILIE FERRARI** Director of Marketing Communications, University of Glasgow **COR JANSEN** Director of Marketing and Communications, President of the Business Peloton, University of Utrecht **MARK SUDBURY** Director of Communications and Marketing, UCL	**DEMONSTRATING THE ECONOMIC VALUE OF THE UNIVERSITY TO THE CITY** **KAZUO OGATA** Senior Vice President, Kyushu University **LUUT KROES** Director of Education and Students, University of Groningen	**CREATING THE STORY TO BUILD THE CAMPUS: MAKING THE CASE FOR THE MONEY AND BUILDING THE ARCHITECTURAL BRAND** **ANDREA FARQUHAR** Assistant Vice-President of Public and Government Relations, McMaster University **JULIE PETERSON** President and Founder, JPC Inc.

AFTERNOON THEME: VIRTUAL PLACE AND BRAND

12.50 ▼ 13.50	**LUNCH** | *MacLaurin Hall* LUNCH TODAY IS COURTESY OF QS, a proud sponsor of the W100 annual conference **QS INTELLIGENCEUNIT**

WORKSHOPS

	WORKSHOP 1	WORKSHOP 2	WORKSHOP 3
	New Law School Seminar 115	*New Law School Seminar 117*	*New Law School Learning Studio 030*
13.50 ▼ 14.50	**STUDY IN GERMANY: THE BEAUTY AND THE BEEF OF A POWERFUL COUNTRY BRAND** **MICHAEL HARMS** Director of Communications, German Academic Exchange Service (DAAD)	**PURSUE IMPOSSIBLE: CAPITALISING ON SAME TIME ZONE MARKETS TO REACH LARGE AUDIENCES** **KAREN CARRIERO** Chief Marketing Officer, The University of Western Australia	**CHANGING PLACES: THE BENEFITS AND CAVEATS OF GLOBAL PARTNERSHIPS** **ALESSIA LEFÉBURE** Director of the Alliance, Columbia University **ANDREW COATS** Academic Vice-President, Monash-Warwick Alliance
14.50	**END OF DAY 1**		

W100 MEMBER AND NETWORKING ACTIVITIES

15.00 ▼ 16.30	**TOURS OF THE UNIVERSITY OF SYDNEY CAMPUS** PARTICIPANTS SHOULD MEET AT THE ENTRANCE OF THE NEW LAW SCHOOL BUILDING **NB** You must have registered in advance to attend the campus tours
19.00 ▼ 22.00	**CONFERENCE DINNER** HOSTED BY THE UNIVERSITY OF SYDNEY **NB** You must have registered in advance to attend *Please refer to pages 27-28 for more information* THE UNIVERSITY OF SYDNEY

TUESDAY 29 SEPTEMBER

MORNING THEME: THE ECONOMICS OF PLACE

8.45 ▼ 9.15	**COFFEE** | *MacLaurin Hall*
9.15 ▼ 9.30	**WELCOME AND OVERVIEW** | *MacLaurin Hall* **MARK SUDBURY**, Chair, The W100 Network **LOUISE SIMPSON**, Director, The W100 Network
9.35 ▼ 10.00	**PLENARY 1** | *MacLaurin Hall* **NTU SINGAPORE: THE WORLD'S TOP YOUNG UNIVERSITY FROM THE COSMOPOLITAN CITY OF SINGAPORE** **ER MENG HWA**, Vice President of International Affairs, Nanyang Technological University
10.05 ▼ 10.30	**PLENARY 2** | *MacLaurin Hall* **LOCUS POCUS: THE MAGIC OF PLACE IN UNIVERSITY RANKINGS** **BEN SOWTER**, Head of Division, QS Intelligence Unit
10.30 ▼ 11.00	**PANEL DISCUSSION** | *MacLaurin Hall*
11.00 ▼ 11.30	**COFFEE BREAK** | *MacLaurin Hall*

WORKSHOPS

	WORKSHOP 1	WORKSHOP 2	WORKSHOP 3
	Carslaw Lecture Room 359	*Carslaw Lecture Room 451*	*Carslaw Tutorial Room 360*
11.30 ▼ 12.30	**THE DREAM TEAM: RESOURCING AND STRUCTURING REPUTATION AND RECRUITMENT IN THE REAL AND PERFECT WORLD** **LOUISE SIMPSON** Director, The World 100 Reputation Network **ADAM CRESSWELL** Senior Market Researcher, The Knowledge Partnership **AN INTEGRATED APPROACH TO UNIVERSITY MARKETING** **ANDREW HOCKLEY** Director of External Relations, The University of Melbourne	**RANKINGS: REPUTATIONAL RISK AND INSIGHTS FROM INSIDE THE ENGINE ROOM** **MIGUEL LIM** EU-Marie Curie Doctoral Fellow, The Danish School of Education, Aarhus University	**HOUSE OF CARDS: GETTING THE POLITICIANS ON YOUR SIDE** **TIM PAYNE** Director of Higher Education Policy and Projects, The University of Sydney

AFTERNOON THEME: IMPRESSIONS OF PLACE

12.30
▼
14.00

LUNCH | *The Great Hall*

LUNCH TODAY IS COURTESY OF ADOBE SYSTEMS,
a proud sponsor of the W100 annual conference

LUNCH SESSION

USING A DIGITAL EXPERIENCE PLATFORM TO DRIVE UNIVERSITY WORLD RANKINGS AND PERSONALISED STUDENT EXPERIENCES

TONY KATSABARIS, Head of Government and Education, Asia Pacific Region, Adobe Systems

WORKSHOPS

14.00
▼
15.00

WORKSHOP 1	WORKSHOP 2	WORKSHOP 3
Carslaw Lecture Room 451	*Carslaw Tutorial Room 359*	*Carslaw Tutorial Room 360*
DREAM LARGER? USING RESEARCH AND INSIGHTS TO EVALUATE YOUR BRAND POSITION	**TROUBLE IN PARADISE: MANAGING REPUTATION FROM NEAR AND FAR**	**THE RISE OF ASIAN UNIVERSITIES AND THE IMPLICATIONS FOR THE WEST**
LARA McKAY Executive Director of Marketing and Communications, University of Melbourne	**KATHERINE MA** Director of Communications, The University of Hong Kong **EILIS O'BRIEN** Director of Communications, University College Dublin (UCD)	**ALESSIA LEFÉBURE** Director of the Alliance, Columbia University **AWANG BULGIBA AWANG MAHMUD** Deputy Vice-Chancellor of Academic and International at the University of Malaya (UM)

15.00
▼
15.15

BREAK | *MacLaurin Hall*

15.15
▼
15.45

PLENARY 3 | *MacLaurin Hall*

TRIPPING THE LIGHT FANTASTIC: THE VIVID FESTIVAL 2015 - A PATH TO THE FUTURE

IGNATIUS JONES, Creative Director, Vivid Sydney
SARA WATTS, Vice-Principal of Operations, The University of Sydney

15.45
▼
16.00

PANEL DISCUSSION | *MacLaurin Hall*

16.00
▼
16.15

CONFERENCE SUMMARY AND CLOSE

MARK SUDBURY, Chair, The W100 Network
LOUISE SIMPSON, Director, The W100 Network

16.15
▼
17.30

DRINKS RECEPTION

SPEAKER PROFILES

WELCOME TO THE UNIVERSITY OF SYDNEY

MICHAEL SPENCE | Vice-Chancellor and Principal of The University of Sydney

Michael Spence is the 25th Vice-Chancellor and Principal of The University of Sydney. He leads the University and determines its overall direction in consultation with the Senate, the Senior Executive Group (SEG), and Academic Board.

Michael is internationally recognised as a leader in the field of intellectual property theory and has also published works on the law of obligations, with a critical focus on suggested ethical and economic justifications of existing regimes.

Previously, Michael was a fellow of St Catherine's College at the University of Oxford. During his 20 years at St Catherine's, he also headed the law faculty and the Social Sciences division, one of the four that make up the University of Oxford.

ACKNOWLEDGEMENT OF COUNTRY

SHANE HOUSTON | Deputy Vice-Chancellor of Indigenous Strategy and Services, The University of Sydney

Shane Houston leads the institution-wide strategy to advance Indigenous participation, engagement, education, and research, including the Wingara Mura - Bunga Barrabugu strategy.

Shane was previously Executive Director of Systems Performance and Aboriginal Policy with the Northern Territory Department of Health and Families. He has been actively engaged in Aboriginal advancement issues for more than 30 years at a community level, working in government and in a number of international settings, including various United Nations-related activities. He has a long-standing interest in the development of culturally secure health services and systems, and in health economics – especially in finding greater equity in how health systems allocate and use resources. He had previously been a board member of the Lowitja institute and the Cooperative Research Centre for Aboriginal Health.

THE POWER OF PLACE

OVERCOMING THE TYRANNY OF DISTANCE: SELLING THE SYDNEY BRAND OVERSEAS

How do we achieve brand impact in a highly competitive global market? How can we diversify our international student body? How can we accomplish this and more on a limited budget? Michelle and Marian will offer insights into how one of Australia's best universities addresses these challenges.

MARIAN THEOBALD | Director of Marketing and Communications, The University of Sydney

With a background in print and television journalism, Marian Theobald has 24 years' experience in higher education, 20 of which have been spent at The University of Sydney in media relations, PR, communications, and community engagement. In her role as the Director of Marketing and Communications, she has led a number of major projects, including the first branding project in the University's history; this resulted in a shift not only in the consistency of the University's messaging and imaging, but in the institutional understanding of the importance of protecting and developing its brand. In the last five years, she has overseen the transition of the University's marketing and communications functions into a single shared service, and is currently leading a project to redevelop the University's website.

MICHELLE CARLIN | Director of Global Student Recruitment, The University of Sydney

Michelle Carlin leads the division that is responsible for recruiting students from over 140 countries to The University of Sydney. Prior to her position with the University, Michelle led global marketing and sales teams spanning a number of industries and sectors including banking and finance. In one of her earlier roles as a Marketing Director at King's College London, she implemented a global marketing and recruitment strategy that saw the King's team not only exceed targets, but receive a number of CASE and HEIST awards, including the prestigious HEIST Award for Marketing Department of the Year.

MADE IN MANCHESTER: FUELLING THE NORTHERN POWERHOUSE

Professor Rothwell will discuss the unique city that is entwined with the great Manchester brand, and how each has supported the other.

NANCY ROTHWELL | FRS, President and Vice-Chancellor, The University of Manchester

Professor Dame Nancy Rothwell became President and Vice-Chancellor in July 2010, and is the first woman to lead The University of Manchester. She was the founding President of the Society of Biology and has also served as a non-executive director of AstraZeneca. She is currently a co-Chair of the Prime Minister's Council for Science and Technology, a Royal Society Council Member, a Deputy Lieutenant for Greater Manchester, and a member of the Greater Manchester Local Enterprise Partnership (LEP) Board. She was elected Fellow of the Royal Society in June 2004 and made Dame Commander of the Order of the British Empire in June 2005 in recognition of her services to science.

Nancy Rothwell takes a strong and active interest in public communication of science, regularly gives talks to schools and the public, and contributes to television, radio, and press, in particular on sensitive issues in science.

GOING FOR GOLD: OPPORTUNITIES FOR UNIVERSITIES IN MAJOR SPORTING EVENTS

How have world class universities leveraged their brand in major sporting events? A session with Ailie Ferrari, University of Glasgow (Commonwealth Games 2014), Cor Jansen, University of Utrecht (Tour de France 2015), and Mark Sudbury, UCL (Olympics 2012).

AILIE FERRARI | Director of Marketing Communications, University of Glasgow

Ailie Ferrari provides strategic leadership of corporate marketing communications. Her recent focus has been development of a new brand framework, which provides coherent and consistent brand messaging across the University of Glasgow. For this work, Ailie was nominated for the 2014 International Brand Master award.

Prior to joining the University of Glasgow in 2012, Ailie gained a wealth of marketing experience in financial services, IT, and B2B environments. She was the marketing lead at Glasgow Caledonian University, winning awards for Best Student Recruitment Website from HEIST, and Best Marketing Team from the CIM.

COR JANSEN | Director of Communications and Marketing, Utrecht University

Cor Jansen has served as a Director of Communication and Marketing at Utrecht University since 2011. He is also President of the Business Peloton Utrecht, The BPU, which is responsible for a sustainable economic activation of Tour de France, the biggest annual sports event in the world.

Prior to Utrecht University, Cor worked in the field of Communication and Marketing for several institutes of higher education, including University of Groningen, Vrije Universiteit Amsterdam, HU Utrecht University of Applied Sciences, and Utrecht Community College.

MARK SUDBURY | Director of Communications and Marketing, UCL

Mark Sudbury is 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, the governing body for football in England, and started his career at the University of Sussex.

SPEAKER PROFILES

DEMONSTRATING THE ECONOMIC VALUE OF THE UNIVERSITY TO THE CITY

1. DESIGNING THE UNIVERSITY OF THE FUTURE WITH THE WISDOM OF THE PAST

Shifting the location of a comprehensive university not only affects its social infrastructure, but also has an economic and social impact on the city to which it belongs.

Kazuo will discuss his experiences of working with the city to create a university of the future that will foster cohesive and economically rewarding relationships between campus and community, and students and citizens.

KAZUO OGATA | Senior Vice President, Kyushu University

Kazuo Ogata is an entomologist and has been involved in various international development projects of higher agricultural education in Bangladesh, Malaysia, Thailand, and Vietnam. From 2009 to 2014, he held the position of Executive Adviser to the President of the University, conducting the Global 30 initiative. Presently, he is in charge of the Top-Global University Project in Kyushu University, a project covering comprehensive reforms in the field of research, education, and governance, as well as strategic reputation management.

2. WHAT DID THE UNIVERSITY EVER DO FOR US?

Luut will discuss the relationship between the University of Groningen and the city. He will share how the city, region, and University worked together to develop a campaign and brand for mutual benefit.

LUUT KROES | Director of Education and Students, University of Groningen

Luut Kroes manages strategic policy, quality assurance, and internationalisation. A key function of his department is communication with Dutch and international students. In 2008, Luut was behind the introduction of Trinicom (now KANA) to improve and professionalise communication with students. Luut is also chair of the National Forum for University Departments of Student Affairs, a member of the COIMBRA Employability Taskforce, and a member of the board of the University Hotel.

Sydney Opera House

CREATING THE STORY TO BUILD THE CAMPUS: MAKING THE CASE FOR THE MONEY AND BUILDING THE ARCHITECTURAL BRAND

ANDREA FARQUHAR | Assistant Vice-President of Public and Government Relations, McMaster University

A university isn't defined by its architecture, but its architecture can have an important note in the interplay between an university's history and its future, its students and its alumni, and its identity. McMaster's newly opened downtown health campus brought together donors, government, and community in a unique partnership that is changing the city's core and the way the University does business.

Andrea leads a team at McMaster University in Hamilton, Canada, that is responsible for strategic reputational management, marketing and media relations, digital media communications, fundraising communications and the alumni magazine, government and community relations, and internal communications. Her early career was in media, where she was a reporter and newsreader.

JULIE PETERSON | President and Founder, JCP

The relationship between fundraising and marketing is critically important, but often neglected. How can the communications and marketing function better support your development team? Julie will discuss this relationship in the context of fundraising for buildings. She will share recent case studies from The University of Chicago, including its renowned Mansueto Library, the Logan Centre for the Arts, and the Seminary Co-op Bookstore.

Prior to launching her consulting practice specialising in strategic communications and leadership development, Julie spent more than 30 years in higher education leadership roles as well as teaching and presenting on leadership, communications strategy, and issues management.

As the Vice President for Communications at The University of Chicago from 2007-2015, Julie was responsible for transforming the external visibility and reputation of the university among a broad range of audiences in the United States and around the world.

The University of Sydney

WORKSHOP

STUDY IN GERMANY: THE BEAUTY AND THE BEEF OF A POWERFUL COUNTRY BRAND

The German Academic Exchange Service, or DAAD, has been the driving force behind the creation of a powerful brand for higher education "made in Germany". Together with its members, German universities, DAAD has been successful in using the positive connotation of German high-technology to market its higher education on a global scale. Michael will share his insights on how this success has been achieved.

MICHAEL HARMS | Director of Communications, German Academic Exchange Service (DAAD)

Michael Harms became DAAD's Director of Communications in January 2015. Before assuming this role, he was Director of the DAAD Cairo Branch and was also entrusted with the directorship of the German Science Centre (DWZ) in Cairo, a joint initiative of nine German universities, research organisations, funding agencies, and educational institutions supported by the Foreign Office in Berlin. Prior to joining DAAD, Michael headed the Department for International Affairs for the German Rectors' Conference (HRK) in Bonn.

WORKSHOP

PURSUE IMPOSSIBLE: CAPITALISING ON SAME TIME ZONE MARKETS TO REACH LARGE AUDIENCES

Karen recently coordinated the launch of a new brand for The University of Western Australia (UWA) to reflect its position as a contemporary place of teaching, learning, and research, as well as a global hub of excellence. The marketing principle that advocates 'the right offer, the right time and the right place' certainly holds true for UWA. Karen's workshop will outline how this strategy is playing an important role in enabling UWA to make the best use of its time zone, location, and campus assets when taking the new brand proposition overseas.

KAREN CARRIERO | Chief Marketing Officer, The University of Western Australia

Karen Carriero, known as Kcee, manages the team responsible for the full range of communications functions within the Marketing and Communications Department. This includes media, public relations, corporate publications, publishing, brand strategy, marketing campaigns, UWA print, mail services, and the web marketing office.

Kcee has executive level and senior management experience working within the corporate, not-for-profit, and higher education sectors, and possesses a breadth of knowledge and experience in sales, marketing, media relations and public relations, board relationships, issues management, government relations, policy development, and community engagement. Prior to joining University of Western Australia in June 2014, Karen was the Chief Marketing Officer at Curtin University.

THE POWER OF PLACE

CHANGING PLACES: THE BENEFITS AND CAVEATS OF GLOBAL PARTNERSHIPS

Universities are increasingly looking at global partners to extend curriculum, amplify reputation, and offer students the chance to study abroad. Alessia will be discussing the multilevel partnership within the Alliance of universities that Columbia University works with, whilst Andrew Coats will use the experience of the Warwick-Monash partnership to explore the benefits and caveats of entering into a joint Master's.

ALESSIA LEFÉBURE | Director of the Alliance Programme, Columbia University

Alessia Lefébure is the co-editor of "Asia: The Next Higher Education Superpower?" published by IIE and the AIFS Foundation, New York, March 2015. Before taking the leadership of the Alliance Program, a joint venture for innovation in global scientific and educational collaboration, Alessia served as the Director of the Centre for Asia and the Pacific at Sciences Po from 2006 to 2011. Between 2001 and 2006, she was based at Tsinghua University in Beijing, where she launched and led Sciences Po's first foreign office.

An internationally recognised expert, Alessia serves as a member of several juries and international committees in the field of higher education and research. Alessia volunteers for a number of causes, including empowerment through education, living together, and sustainable development, through groups including Line Global and Africa e Mediterraneo.

ANDREW COATS | Inaugural Joint Academic Vice-President of Monash University and The University of Warwick
Director of the Monash-Warwick Alliance

As Director of the Monash Warwick Alliance, Andrew Coats is responsible for leading the development of research, teaching, and student activities for the Monash-Warwick Alliance. Andrew spends time in both Monash University and The University of Warwick, including each of their international bases.

He has, along with the Pro-Vice-Chancellors, the Deputy Vice-Chancellor and Provost, and the Registrar and Chief Operating Officer, responsibility for supporting the Vice-Chancellor and President in developing the University's international profile with a particular focus on Australasia.

Australian National University

SPEAKER PROFILES

NTU SINGAPORE, THE WORLD'S TOP YOUNG UNIVERSITY FROM THE COSMOPOLITAN CITY OF SINGAPORE

Nanyang Technological University (NTU Singapore) is ranked #1 among the world's best young universities. This plenary shares the story of the world's fastest-rising young university and how Singapore, a cosmopolitan city, defines and supports the NTU brand and its progress in international rankings.

ER MENG HWA | Vice President of International Affairs and Professor of Electrical and Electronic Engineering, Nanyang Technological University

Er Meng Hwa has been with Nanyang Technological University for 30 years and has held several key management and leadership positions. He is the first Singaporean and the first academic in Asia to be conferred an Honorary Fellowship by the London-based Institution of Electrical Engineers (IEE) in recognition of his outstanding contributions to engineering research, education, and public service. He is an invited member of the Executive Committee for Global E3 of the Institute of International Education (IIE) based in New York, USA.

LOCUS POCUS: THE MAGIC OF PLACE IN UNIVERSITY RANKINGS

Ben will examine the influence of place, both on the various global university rankings and on the broader decisions that university rankings have principally emerged to inform. The location of an institution frequently rivals the ranking of an institution in research looking at student motivations for choosing a university, but how closely related are these factors in reality?

BEN SOWTER | Head of Division, QS Intelligence Unit

Ben joined QS in 2002 and now leads the QS Intelligence Unit, the business intelligence arm of QS. Ben helped establish the QS Intelligence Unit in 2008, following the early success of the QS World University Rankings®. The division is now responsible for the operational management of all major QS research projects, including the QS World University Rankings® and a variety of spin-offs by region and subject.

Ben has spoken on his research in over 20 countries. He has personally visited over 35 of the world's top 100 universities amongst countless others and is a regular and sought after speaker on the conference circuit.

THE DREAM TEAM: RESOURCING AND STRUCTURING REPUTATION AND RECRUITMENT IN THE REAL AND PERFECT WORLD

The World 100 research for this year looks at the way global universities structure and organise their communications, marketing, and international offices. What works best? Is there a right model? And what is the right spend for a global university when it comes to reputation management?

LOUISE SIMPSON | Director, The World 100 Reputation Network

Louise is an expert in education reputation management with a focus on research-intensive universities. In 2007, she created The World 100 Reputation Network. She consults widely on reputation for universities in the UK and further afield in Europe. She has recently completed an MPhil at Manchester Business School on measuring reputation and the impact of rankings on reputation in higher education.

Before consultancy beckoned, Louise was Director of Communications for the University of Cambridge, advising on public relations and public affairs across the university and colleges.

ADAM CRESSWELL | Senior Market Researcher, The Knowledge Partnership

Adam joined The Knowledge Partnership in 2009 after graduating from Aston University with a degree in Marketing. He has been highly involved with the World 100 Reputation Network, organising the first annual conference at The University of Hong Kong in 2010. He has also worked on a number of research projects for the Network, including WASP, a website analysis tool, and Aurora, a media impact monitoring service. As a researcher at The Knowledge Partnership, he has worked closely with a number of UK universities on issues of portfolio development and course optimisation.

AN INTEGRATED APPROACH TO UNIVERSITY MARKETING

The University of Melbourne has adopted a shared services model for all professional services, including marketing and communications. The new approach has resulted in the creation of the External Relations portfolio, designed to serve the needs of academic divisions and take a genuinely integrated approach to the marketing of the University. Almost one year in, how is it going?

ANDREW HOCKLEY | Director of External Relations, The University of Melbourne

Andrew Hockley is the Director of External Relations at The University of Melbourne, a role combining marketing, market research, media liaison, CRM, social media, digital and online communication, events, publishing, student recruitment, and international relations. Prior to joining the University, he was Executive Co-ordinator of Strategic Policy in the Department of the Prime Minister and Cabinet in Canberra.

WORKSHOP

RANKINGS: REPUTATIONAL RISK AND INSIGHTS FROM INSIDE THE ENGINE ROOM

Rankings create a 'distance' between universities by bringing institutions, cities, regions, and states into competitive relationships with one another. This workshop will explore how rankings contribute to the development of a relatively new kind of reputational risk that universities need to manage.

MIGUEL LIM | EU-Marie Curie Doctoral Fellow, The Danish School of Education, Aarhus University

Miguel's research interests include global university rankings, performance management technologies, and audit culture in higher education. He was previously Executive Director of the Global Public Policy Network Secretariat, a partnership between Columbia University, the National University of Singapore, the London School of Economics, and Sciences Po in Paris. He has worked for the Asia Pacific Centre at Sciences Po in Paris and taught at the London School of Economics.

WORKSHOP

HOUSE OF CARDS: GETTING THE POLITICIANS ON YOUR SIDE

Tim Payne will lead a workshop on successful policy advocacy, drawing on lessons from Australia, including the current debate over fee deregulation.

TIM PAYNE | Director of Higher Education Policy and Projects, The University of Sydney

Tim Payne is Director of Higher Education Policy and Projects in the Office of the Vice-Chancellor and Principal. He is an expert on Australia's higher education policy, and an experienced project lead for the establishment of strategic multi-disciplinary and cross-industry initiatives.

LUNCH SESSION

USING A DIGITAL EXPERIENCE PLATFORM TO DRIVE UNIVERSITY WORLD RANKINGS AND PERSONALISED STUDENT EXPERIENCES

Learn how Adobe is helping world-class universities to deliver personalised student engagement across the student lifecycle. Tony will share how this industry-leading digital capability can also be used to increase engagement and brand awareness within your target global research communities, and underpin the objective of improved world rankings.

TONY KATSABARIS | Head of Government and Education, Asia Pacific Region, Adobe Systems

Tony runs Adobe's Government and Education business across the Asia Pacific Region. This business is focused on helping governments and educational institutions to deliver citizen and student experiences efficiently via the use of Adobe's Marketing Cloud solutions.

Tony has been in the Australian software and online industry for over 20 years and has developed a very strong portfolio of people, business, sales, and channel management experiences. His leadership and business management skills have been honed through running the Enterprise Sales and Channel Operations for some of the world's largest online and software companies.

DREAM LARGER? USING RESEARCH AND INSIGHTS TO EVALUATE YOUR BRAND POSITION

Revisiting your well-established - and seemingly popular - brand position can be daunting. How do you know when your direction may have run its course? How do you manage a plethora of stakeholders with vastly different opinions about the effectiveness and existing equity in this brand position? In this session, you will find out how an insights and research approach was undertaken by the University of Melbourne to best inform its approach to market in 2015.

LARA McKAY | Executive Director of Marketing and Communications, The University of Melbourne

Lara oversees a team responsible for the development of university-wide strategies and policies to successfully market and communicate The University of Melbourne's brand and reputation. In this role, Lara works in partnership with internal and external stakeholders to ensure a collaborative and multi-disciplined approach in the areas of marketing, brand management, digital engagement, market research, communications, media, and issues management.

Prior to joining The University of Melbourne, Lara held senior executive roles in the Queensland Government, leading the marketing, communications, and events functions in Queensland Health and in the Department of Premier and Cabinet. Lara also worked extensively in leading marketing communications roles in the Victorian Government and Austin Health.

WORKSHOP

TROUBLE IN PARADISE: MANAGING REPUTATION FROM NEAR AND FAR

Katherine and Eilis will look at two recent and ongoing crises of place - the student activism in Hong Kong, and the balcony collapse in Berkley, California, involving UCD students.

KATHERINE MA | Director of Communications, The University of Hong Kong

Katherine is in charge of The University of Hong Kong's communication strategies and stakeholder relationship management, and holds the custodianship of the University's reputation and brand. Katherine acts as a counsel to the management in strategic communications.

Her team of 26 is responsible for the University's international and local media relations, public affairs, ceremonies and events, the university website, social media, online and print publications, editorial services, and productions.

In recent years, Katherine has helped the University develop a system of risk assessment and communication practice for University events which typically involve political controversy and University personnel.

EILIS O'BRIEN | Director of Communication and Marketing, University College Dublin (UCD)

Eilis has held a number of senior communication and marketing roles in a variety of sectors including finance, natural gas, food safety, and health. Her experience covers the public and private sectors.

In addition to her marketing experience in brand identity and corporate reputation, she has extensive strategic and operational experience in running media and corporate public relations operations with a high degree of crisis management.

Before joining UCD, Eilis held a similar role at Dublin City University. Prior to that, she was the Director of Communication, Education, and Training during the start-up phase of the Food Safety Authority of Ireland.

THE RISE OF ASIAN UNIVERSITIES AND THE IMPLICATIONS FOR THE WEST

Asian universities have entered the super league, fuelled by generous government funding and an advanced economy. No longer are they the Third World of higher education. What does this mean for the West? How should they respond, and are there lessons to be learned on both sides?
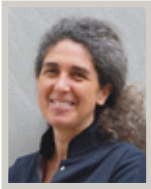
ALESSIA LEFÉBURE | Director of the Alliance Programme, Columbia University

See page 19.

AWANG BULGIBA AWANG MAHMUD | Deputy Vice-Chancellor of Academic and International, University of Malaya (UM)

Awang Bulgiba Awang Mahmud was formally the Deputy Vice-Chancellor of Research and Innovation and oversaw a period of extraordinary research growth at the University of Malaya.

He was recently elected as President of the APACPH-KL, a non-governmental organisation dedicated to public health. He is also Vice-President for the College of Public Health at the Academy of Medicine, and a council member for the Academy of Sciences Malaysia.

TRIPPING THE LIGHT FANTASTIC: THE VIVID FESTIVAL 2015 - A PATH TO THE FUTURE

Discover how The University of Sydney ignited the imaginations of people during a week-long programme held as part of Vivid Sydney, the world's largest festival of light, music and ideas.

IGNATIUS JONES | Creative Director, Vivid Sydney

Ignatius is a Major Event Director and Creative Strategist. He devised, directed, and co-directed the Sydney 2000 Olympic Ceremonies, the Doha 2006 Asian Games Ceremonies, and the Vancouver 2010 Winter Olympic Games Ceremonies, all of which are among the largest televised events in history.

Ignatius has been the creative lead on the Vivid Sydney Festival since 2011, and Creative Director since 2014. Vivid Sydney 2015 achieved record-breaking attendance figures of 1.7 million people.

SARA WATTS | Vice-Principal of Operations, The University of Sydney

In August 2014, Sara Watts moved from IBM to become the inaugural Vice-Principal of Operations for The University of Sydney. Sara held a number of senior roles at IBM, including spending her last six years with the company as the Chief Financial Officer for the Australia/New Zealand subsidiary. In her current role, Sara has responsibility for five key operational units: Campus Infrastructure and Services (CIS), Finance, HR, ICT, and the University's PMO.

Her experience in delivering business process improvements is helping the University attain its strategic goal of providing collaborative, cross-disciplinary initiatives in all fields of research and education.

Outside of the University, Sara sits on the board of Vision Australia and chairs the Audit Committee of the Victorian Auditor General's Office.

PROUD SPONSORS

OF THE WORLD 100 REPUTATION NETWORK ANNUAL CONFERENCE 2015

The World 100 Reputation Network is grateful to the following sponsors whose support has been invaluable during the planning and promotion of this significant event
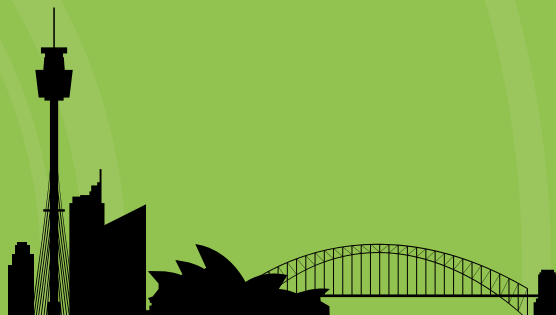
Australian National University

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USEFUL INFORMATION

SUNDAY 27 SEPTEMBER

TOUR OF SYDNEY OPERA HOUSE

12.00
▼
13.15

Please gather at noon, at the temporary tour meeting point, which is located on the main concourse level (street level), underneath the Monumental Stairs, and adjacent to the stage door.

The tour will begin promptly at 12.15, and will last approximately one hour.

The tour includes over 200 stairs, so comfortable walking shoes are recommended.

SYDNEY HARBOUR CRUISE

14.15
▼
16.15

Please meet at Circular Quay, Wharf 6, at 14.15, and look out for the 'Captain Cook Cruises' sign.

The cruise will depart at 14.30 and will last approximately one and a half hours.

You may like to consider bringing a light jacket or jumper to wear on deck.

W100 MEMBER DINNER ON BONDI BEACH

19.00
▼
22.00

Please gather at North Bondi Fish, 120 Ramsgate Ave, North Bondi, at 19.00.

North Bondi Fish is located 30 minutes from Sydney CBD, so we suggest that you arrange taxi transfers. Our recommended taxi companies are listed on the next page.

We recommend a smart casual look for a relaxed evening by the sea.

MONDAY 28 SEPTEMBER

CONFERENCE DINNER

19.00

The Park Hyatt is located at 7 Hickson Road, The Rocks NSW 2000.

The W100 has arranged a shuttle service to the Park Hyatt for those attending the conference dinner. Alternatively, you can walk from the Hilton to the Hyatt in about 20mins.

As this is a special event we invite you to dress up. We suggest cocktail attire for the ladies and jackets for gentlemen.

AIRPORT TRANSFERS

BY TRAIN

Sydney Airport is located just 13 minutes by train from the city. There are stations at the International and Domestic terminals; both operate an Airport Link service to the city centre.

The International terminal train station is located at the northern end of the terminal and is accessible from the Arrivals level.

The Domestic terminal train station is located directly between T2 and T3 and is accessible from within the terminals from the Arrivals level.

A direct link to the city centre will cost around £8.

For more information about Airport Link, including fares, maps, and travel planners, visit the Airport Link website:

http://www.sydneyairport.com.au/go/terminal-transfer.aspx

BY TAXI

Each terminal has its own sheltered taxi rank with supervisors on hand.

You can expect to pay $45-55 one way from Sydney Airport to Sydney city centre.

Be aware that passengers pay for any bridge or road tolls on top of the fare. A $4.00 airport toll is also payable by all passengers taking a taxi from any of Sydney Airport's taxi ranks.

TAXIS

The W100 recommends the following taxi companies:

SILVER SERVICE:	+61 (02) 13 31 00
RSL CABS:	+61 (02) 9581 1111
LEGION CABS:	+61 (02) 13 14 51

GETTING TO THE CONFERENCE

The W100 will operate a free shuttle service between the Hilton and The University of Sydney on Monday 28 and Tuesday 29 September.

Please note that places on the shuttle service will be allocated on a first come first served basis.
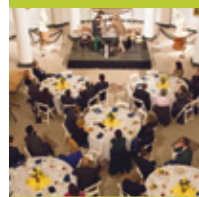
MONDAY 28 SEPTEMBER

8.00	Coach departs for The University of Sydney from the bus bay at the Hilton
15.00	Coach departs for the Hilton from the Clock Tower, University Road

CONFERENCE DINNER

18.40	Coach departs for The Park Hyatt from the bus bay at the Hilton
22.30	Coach departs for the Hilton from The Park Hyatt

TUESDAY 29 SEPTEMBER

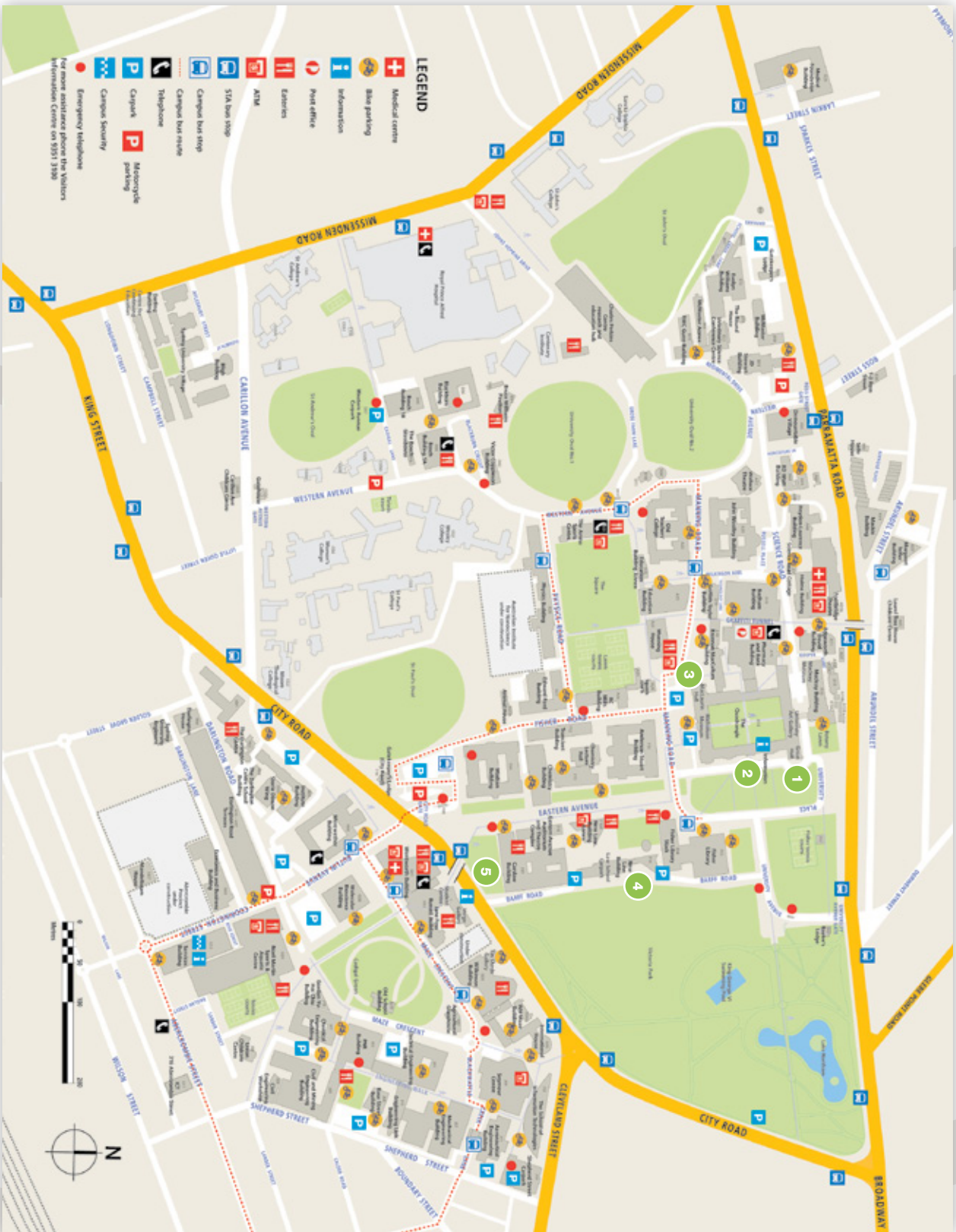| 8.15	Coach departs for The University of Sydney from the bus bay at the Hilton
17.30	Coach departs for the Hilton from the Clock Tower, University Road

LEGEND

- Medical centre
- Information
- Post office
- Eateries
- ATM
- Campus bus stop
- Campus bus route
- Telephone
- Carpark
- Bike parking
- Campus Security
- Motorcycle parking
- Emergency telephone

For more assistance phone the Visitors Information Centre on 9351 3590

NOTES:

THE POWER OF PLACE