



**WORLD 100**  
REPUTATION NETWORK

2014 INTERNATIONAL HIGHER EDUCATION CONFERENCE

# Transformation: where world-class universities have to change to survive

A conference for directors of communications, marketing,  
international, corporate affairs, and leaders of world-class universities



7<sup>TH</sup> – 8<sup>TH</sup> OCTOBER 2014 UNIVERSITY OF MICHIGAN, ANN ARBOR, USA

9<sup>TH</sup> – 10<sup>TH</sup> OCTOBER 2014 STUDY TOURS TO THE UNIVERSITY OF CHICAGO, USA  
AND WESTERN UNIVERSITY, CANADA

THE CHRONICLE  
of Higher Education



**M** UNIVERSITY OF MICHIGAN





7<sup>TH</sup> – 8<sup>TH</sup> OCTOBER 2014, CONFERENCE, UNIVERSITY OF MICHIGAN, USA

## WORLD 100 INTERNATIONAL HIGHER EDUCATION CONFERENCE 2014

# Transformation: where world-class universities have to change to survive

## Conference speakers and topics – highlights

- A reputation for excellence - communications focus at The University of Manchester**  
**Professor Dame Nancy Rothwell**, President, *University of Manchester*
- Creating the fizz factor. Reputational lessons from Coca Cola and the corporate world applied to higher education**  
**Michael Stopford**, Executive Vice President, Global Corporate Strategy and Higher Education, *Weber Shandwick*
- Today's higher education communications: social/global/brand**  
**Lisa Rudgers**, Vice President for Global Communications and Strategic Initiatives, *University of Michigan*
- Building an academic brand: navigating the faculty culture**  
**Julie Peterson**, Vice President for Communications, *University of Chicago*
- Encouraging staff to share and tell research stories for maximum impact**  
**Liz Smith**, Vice President, Global Internal Communications, *Elsevier*
- Rules of engagement. How Texas built a social media strategy to fortify itself in times of siege**  
**Geoff Leavenworth**, Chief Communications Officer and **Mike Horn**, Director of Digital Strategy, *The University of Texas at Austin*
- Leveraging the Oxford brand in Asia for better business and alumni engagement**  
**Alison Beale**, Director, *University of Oxford in Japan*
- Influencing the influencers: a key to reputation management at Boston University**  
**Amy Hook**, Associate Vice President, Marketing and Communications, *Boston University*
- Lost in translation? Communicating between the East and West**  
**Walter Foreman**, Communications and Protocol Manager, Office of International Affairs, *Korea University*
- Seeking the right note: Adelaide's new brand campaign drawing on light and music**  
**Benjamin Grindlay**, Director, Marketing and Communications, *The University of Adelaide. Australia*
- The best universities in the world, 2014: The editor's exclusive data interpretations of the newly announced climbers**  
**Phil Baty**, *Times Higher Education World University Rankings*
- The implications of a crisis on brand and communications. How the Breivik massacre impacted on Oslo**  
**Marina Tofting**, Director of Communications, *University of Oslo*
- Game on! The use of football in the global Michigan brand**  
**Hunter Lochmann**, Chief Marketing Officer for Athletics, Steve Busch, Brand Manager, *University of Michigan*

## Programme overview (provisional)\*

**Monday 6<sup>th</sup> October** Pre-conference day

**DAY.** Arrive Ann Arbor

**EVENING.** World 100 Members' dinner (informal)

**Tuesday 7<sup>th</sup> October**

**DAY.** Conference at U-M

**EVENING.** Conference dinner

**Wednesday 8<sup>th</sup> October**

**DAY.** Conference U-M

**EVENING.** Travel to Chicago or London, Ontario

\* Please note that the programme may be subject to change without prior notice.

## Conference Sponsors:

**M** UNIVERSITY OF MICHIGAN

THE UNIVERSITY OF  
**CHICAGO**

**Western**  
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9<sup>TH</sup> – 10<sup>TH</sup> OCTOBER 2014 – STUDY TOURS

## Conference host

This year's World 100 Conference is being hosted at the **University of Michigan**. The University of Michigan (frequently referred to as simply Michigan) was founded in 1817 as one of the first public universities in the nation. The university dominates the city of Ann Arbor, providing the city with its distinct college-town character.

Students are from all 50 states and 130 foreign countries, from Albania to Zimbabwe. It is the largest pre-med university in the country; more Michigan students are

accepted into US medical schools than are students from any other undergraduate campus in the nation. Michigan's teaching and research staff is considered one of the top five faculties in the country and includes more than 100 Distinguished University Professors.

Michigan is in the top 25 universities in the world and its positions in the most recent rankings were:

THE 2013/2014 – 18, SJT 2013 – 23, QS 2013 – 22.

## Study tours

### Option 1: The University of Chicago

The first option will take you to **The University of Chicago** – 'a great University, by a great lake, in one of the nation's greatest cities'. One of the world's premier academic and research institutions, the University of Chicago has driven new ways of thinking since its 1890 founding. Today, UChicago is an intellectual destination that draws inspired scholars to its Hyde Park and international campuses, keeping UChicago at the nexus of ideas that challenge and change the world.

As part of the visit, there will be the opportunity to meet members of the university's senior management team for discussions on positioning a great urban research university for civic and global engagement.

There will also be the opportunity to see some of the sights that Chicago has to offer. There will be an architecture tour to close the visit after which there will also be the opportunity to visit some of the city's sights such as Millennium Park, the Art Institute of Chicago, Navy Pier or any number of cultural attractions the city has to offer. Delegates will fly to Chicago from Detroit and stay at the Hyatt Place Chicago-South hotel.

### Option 2: Western University, Canada

One of Canada's leading universities, **Western** was founded in 1878 and is known for its world-class research, innovative discoveries and award-winning teaching. Its stunning campus – considered the most beautiful in Canada – spans over 1,200 acres (480 hectares) of green space on the banks of the 'other' Thames River. At Western, 2013 Nobel Prize winner, Alice Munro began her writing career and Dr. Margaret Chan, Director-General of the World Health Organization, developed her passion for health care. Today, a first-of-its kind HIV vaccine developed at Western is currently in human clinical trials.

World 100 delegates will stay at the award winning Delta London Armouries Hotel set in London city centre. Meetings at the University, a few miles away, will include discussions with senior leaders and interactive experiences at research centres such as the Brain and Mind Institute and Western's Wind Tunnel, where many of the world's tallest buildings have been tested. There will be a chance to see the famous University Drive Bridge, Ivey Business School, and the impressive TD Sports Stadium on the campus. Places to explore in London include Museum London, Covent Garden Market and historic Victoria Park. There is also an optional trip to the Stratford Festival. Delegates can take a flight back from London, connecting with Toronto airport, or take the airport shuttle back to Detroit airport to connect with international flights.



TO BOOK YOUR PLACE, GO TO [WWW.THEWORLD100.COM](http://WWW.THEWORLD100.COM)

The World 100 Reputation Network is a group of the best universities in the world, undertaking research that enhances professional activity in and around reputation management, international relations and strategy.

## MANAGING THE REPUTATIONS OF THE WORLD'S LEADING UNIVERSITIES

The World 100 Reputation Network is designed for senior staff in top universities (ranked in the World top 200 of any of QS, THE or ARWU rankings) responsible for managing reputation through communications and relationships with international stakeholders – including HE partners, government and NGO agencies, alumni, academic and scholar communities, and the media. For further information please visit [www.theworld100.com](http://www.theworld100.com)

Aarhus University, <i>Denmark</i>	Hokkaido University, <i>Japan</i>	University of Oslo, <i>Norway</i>
The University of Aberdeen, <i>UK</i>	City University of Hong Kong, <i>Hong Kong</i>	Queen Mary, University of London, <i>UK</i>
University of Adelaide, <i>Australia</i>	King's College London, <i>UK</i>	University of Sheffield, <i>UK</i>
Australian National University, <i>Australia</i>	Korea University, <i>Korea</i>	University of Southampton, <i>UK</i>
Universitat Autònoma de Barcelona, <i>Spain</i>	Lancaster University, <i>UK</i>	University of Sydney, <i>Australia</i>
The University of Bristol, <i>UK</i>	The London School of Economics and Political Science, <i>UK</i>	The University of Texas at Austin, <i>US</i>
University of Cape Town, <i>South Africa</i>	Lund University, <i>Sweden</i>	The University of Tokyo, <i>Japan</i>
University of Cardiff, <i>UK</i>	Universidad Autónoma de Madrid, <i>Spain</i>	University of Toronto, <i>Canada</i>
The University of Chicago, <i>US</i>	The University of Manchester, <i>UK</i>	Trinity College Dublin, <i>Ireland</i>
University of Copenhagen, <i>Denmark</i>	McMaster University, <i>Canada</i>	University College London, <i>UK</i>
University College Dublin, <i>Ireland</i>	The University of Melbourne, <i>Australia</i>	The University of Warwick, <i>UK</i>
The University of Edinburgh, <i>UK</i>	University of Michigan, <i>US</i>	Western University, <i>Canada</i>
University of Glasgow, <i>UK</i>	Monash University, <i>Australia</i>	The University of Western Australia, <i>Australia</i>
University of Helsinki, <i>Finland</i>	The University of Nottingham, <i>UK</i>	The University of York, <i>UK</i>

FOR FULL CONFERENCE DETAILS: [WWW.THEWORLD100.COM](http://WWW.THEWORLD100.COM)

### Delegate fees:

Delegate fees include all meals during conference hours, conference materials, and access to copies of digital presentations for internal use. This does not include the Study Tour, travel or accommodation. Study Tour places are limited and priority will be given to Research members.

#### Members of The World 100 Reputation Network:

##### One free place per institution.

Conference free    Study Tour free    Total: free

##### Additional Network members:

Conference 500GBP    Study Tour 750GBP    Total: 1250GBP  
 850USD    1250USD    2115USD

##### Additional Research members:

Conference 500GBP    Study Tour 500GBP    Total: 1000GBP  
 850USD    850USD    1700USD

#### All other delegates (conference only):

Conference 700GBP/1125USD

#### Early bird discount:

Discount 50GBP/ 85USD per person until Friday 11 July 2014

### To book:

To book your place, go to [www.theworld100.com/conferencesignup](http://www.theworld100.com/conferencesignup)

### Further information:

For more information about the conference, including **sponsorship** and **speaker enquiries** and **becoming a member** of the World 100 Reputation Network, please contact us at [info@theworld100.com](mailto:info@theworld100.com)

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