

THE MOLLER CENTRE, CHURCHILL COLLEGE, CAMBRIDGE, UK

12TH - 16TH SEPTEMBER 2016



WORLD 100
REPUTATION NETWORK

PRE-ACADEMY ACTIVITIES

SUNDAY 11TH SEPTEMBER, 19.00

Welcome drinks at the top of the Moller Centre tower followed by a buffet dinner in the Moller restaurant.

MONDAY 12TH SEPTEMBER

TIME	ACTIVITY	PRESENTERS
8.30 - 9.00	Registration, tea and coffee	
9.00 - 9.15	Welcome & overview	Louise Simpson and Mark Sudbury
09.15 - 09.30	Icebreaker activity (based on theme of the session)	
09.30 - 09.45	Introduction - Global HE, HE business	
09.45 - 10.00	Break	
10.00 - 11.30	Reputation, meaning and value	Mark Sudbury and Tracy Chalk
11.30 - 13.00	International visibility	Mark Sudbury and Cor Jansen
13.00 - 14.00	Lunch	
14.00 - 15.30	Brand positioning	Louise Simpson and Tracy Chalk
15.30 - 15.45	Break	
15.45 - 17.15	Integrated strategic development	Tania Rhodes-Taylor and Mark Sudbury
17.15 - 17.30	Round-up and project work discussion	Louise Simpson
17.30 - 19.00	Free time	
19.00	Evening meal in Cambridge	Cor Jansen and Hilary Layton

TUESDAY 13TH SEPTEMBER

TIME	ACTIVITY	PRESENTERS
09.00 - 09.15	Overview and comments from the previous day	Louise Simpson and Cor Jansen
09.15 – 10.45	Communicating Research	Louise Simpson and Cor Jansen
10.45 - 11.15	Break	
11.15 - 12.45	Internal engagement and influencing leaders	Louise Simpson and Adrian Thomas
12.45 - 13.45	Lunch	
13.45 - 15.15	International partnerships	Hilary Layton
15.15 - 15.30	Break	
15.30 - 17.00	International mobility of staff and students	Hilary Layton
17.00 - 17.15	Round-up	Louise Simpson to explain projects and project teams.
17.15 - 19.00	Free time	
19.00 - 22:30	Evening meal in Cambridge	Hilary Layton

WEDNESDAY 14TH SEPTEMBER

TIME	ACTIVITY	PRESENTERS
09.00 – 11.00	Project team working	Hilary Layton and Louise Simpson to help with project
11.30 – 13.30	Walking tour of central Cambridge plus colleges	
14.00 - 15.00	Afternoon tea - Six at The Varsity	
15.00 - 16.00	Punting	
16.00 - 17.00	Drinks by the river – Double Tree by Hilton	
17.00 - 19.00	Free time	
19.00 - 22:30	Drinks reception in the Fellows' Sunken Garden followed by dinner in the Small Hall, Clare College	Mark Sudbury, Hilary Layton, Jasper Steen Winkel, Tania Rhodes-Taylor, Louise Simpson and Sarah Thomas

THURSDAY 15TH SEPTEMBER

TIME	ACTIVITY	PRESENTERS
09.00 - 09.15	Update	Mark Sudbury and Louise Simpson
09.15 - 10.45	Engaging stakeholders, businesses, alumni, politicians, opinion formers etc.	Jasper Steen Winkel and Louise Simpson
10.45 - 11.15	Break	
11.15 - 12.45	Tools, campaigns, writing	Louise Simpson and Nadya Anscombe
12.45 - 13.45	Lunch	
13.45 - 15.15	Crisis communications	Mark Sudbury and Jasper Steen Winkel
15.15 - 15.30	Break	
15.30 - 17.00	Evaluation and KPIs	Louise Simpson and Tania Rhodes-Taylor
17.00 - 17.15	Round-up	Mark Sudbury and Louise Simpson
17.15 - 19.00	Free time	
19.00 - 22.30	Evening meal in Cambridge	Mark Sudbury, Jasper Steen Winkel

FRIDAY 16TH SEPTEMBER

TIME	ACTIVITY	PRESENTERS
09.00 - 09.15	Overview and comments from the previous day	Mark Sudbury and Louise Simpson
09.15 - 10.45	Structures and resources	Louise Simpson
10.45 - 11.00	Break	
11.00 - 13.00	Project presentations	
13.00 - 14.00	Lunch	
14.30 - 15.00	Round-up & event close	Mark Sudbury and Louise Simpson