

THE MOLLER CENTRE, CHURCHILL COLLEGE, CAMBRIDGE, UK

22ND – 26TH MAY 2017



WORLD 100
REPUTATION NETWORK

MONDAY 22 MAY

TIME	ACTIVITY	PRESENTERS
	Arrive at Moller Centre	
13.00 - 14.00	Lunch at Moller Centre	
14.00 - 15.30	Reputation and the world-class university	
15.30 - 15.45	Break	
15.45 - 17.15	A strategic approach to planning reputation management	
17.15 - 17.30	Round-up and project work discussion	
17.30 - 19.00	Free time	
19.00	Dinner at the Moller and drinks on tower (team photograph)	

TUESDAY 23 MAY

TIME	ACTIVITY	PRESENTERS
09.00 - 09.15	Overview and comments from the previous day	
09.15 - 10.45	Developing and researching a brand position	
10.45 - 11.15	Break	
11.15 - 12.45	Stakeholder engagement: internal and external	
12.45 - 13.45	Lunch	
13.45 - 15.15	Communicating research and priority areas	
15.15 - 15.30	Break	
15.30 - 17.00	Crisis communications	
17.00 - 17.15	Round Up	
17.15 - 19.00	Free time: Project team working	
19.00	Meet at Moller Centre reception to go out for evening meal in Cambridge	

WEDNESDAY 24 MAY

TIME	ACTIVITY	PRESENTERS
09.00 – 11.00	Project team working	
11.30 – 13.30	Walking tour of central Cambridge plus colleges	
14.00 - 15.00	Lunch (Afternoon tea) - Six at The Varsity	
15.00 - 16.00	Punting	
16.00 - 18.00	Free time to look around Cambridge	
19.00 - 22:30	College dinner	

THURSDAY 25 MAY

TIME	ACTIVITY	PRESENTERS
09.00 - 09.15	Update	
09.15 - 10.45	Brand campaigns and marketing	
10.45 - 11.15	Break	
11.15 - 12.45	Benchmarking, resources and structures	
12.45 - 13.45	Lunch	
13.45 - 15.15	International Mobility	
15.15 - 15.30	Break	
15.30 - 17.00	International Partnerships	
17.00 - 17.15	Round-up	
17.15 - 19.00	Free time	
19.00	Delegates have dinner in Cambridge together	

FRIDAY 26 MAY

TIME	ACTIVITY	PRESENTERS
09.00 - 09.15	Overview and comments from the previous day	
09.15 - 10.45	First teams: project presentations	
10.45 - 11.00	Break	
11.00 - 13.00	Second teams: project presentations. Round up. Certificate and photograph.	
13.00 - 14.00	Lunch	
	End of Academy	