

# Student Experience Transformation Summit



Effectively build a student-centric culture to deliver an exceptional experience at every stage of the student journey

Drive student engagement, retention and satisfaction

Embrace digital transformation to enhance the student experience

Adopt a student-centric business model to excel in an increasingly competitive environment

Improve career development opportunities to advance employability outcomes

9 - 12 April 2019 Novotel Sydney Darling Square

## FEATURED SPEAKERS



**Professor Keitha Dunstan**  
Deputy Vice Chancellor (Academic)



**Kimberley de los Santos**  
Executive Director of the Pace Center for Civic Engagement



**David Sams**  
Director, Student Experience and Support



**Tom Key**  
General Manager, Future & Innovation



**Neville Hiscox**  
Senior Director, Student and Education Business Services



**Ian Thomson**  
Director, Student Experience



**Angela Hawkins**  
Assistant Dean of Students



**Lucy Schulz**  
Director, Cloud Campus



**Patrick Nellestein**  
Higher Education



**Melissa Jones**  
Dean of Leadership & Student Engagement, Trinity Residential College The University of Western Australia



**Lynn McClelland**  
Executive Director, Student Services and Communications



**Hugh Greenough**  
General Manager, Student Services



**Cathy Frazer**  
Executive Director, Student Experience



**Dr. Caroline Rueckert**  
Director, Student Success



**Michelle Rogers**  
Director, Student Experience



**Jodie Davis**  
Associate Director, UniAccess



**Robert Chasse**  
Education Manager Services, Centre for English Teaching (CET)



**Amy Barnhouse**  
Advisor to the Deputy Vice-Chancellor (Academic), Student Retention & Success



**Sean Grieg**  
Director



**Thomas Koruth**  
Director, Student Success

## MEDIA PARTNERS



Members of supporting organisations receive a special 10% discount off standard rates!

## SPONSORED BY



## BOOK NOW

Phone: +61 2 8239 9711

Email: [registration@liquidlearning.com.au](mailto:registration@liquidlearning.com.au)

Priority Code: I

## ORGANISED BY



# 2019 Theme: 'Exceed Expectations'

As higher education becomes increasingly competitive, pressure continues to mount for delivering an exceptional student experience. To succeed, you must engage a diverse portfolio of learners and stand out as a leading provider.

We have invited some of the most accomplished and adept leaders to uncover the secrets of optimising your student experience strategy. Our lineup of leaders will help you achieve above and beyond for your students and institution.

## Pre-Summit Workshop

9 April 2019

### Enhance the international student experience

9.00 - 4.30

#### Implement and promote support services

- Understand the cultural needs of students and manage expectations
- Promote your support services
- Innovate the delivery of your orientation programs

#### Adapt communication styles

- Enhance cross-cultural integration
- Understand students as individuals
- Improve communication through social media

#### Motivate students to engage and interact

- Create value in engagement
- Apply new technologies
- Ensure ease of access

#### Collaborate with external stakeholders

- The mutual benefits of stakeholder partnerships
- How to identify potential partners
- Develop and deliver activities and events

**Expert Facilitator: Robert Chasse** Education Manager Services, Centre for English Teaching (CET) **University of Sydney**

## Summit Day One

10 April 2019

### OPENING KEYNOTE CASE STUDY 9.00 - 9.45

#### Transforming the student experience

- Leveraging insight to design a brand aligned student experience
- Assessing and improving organisational student centricity
- Balancing experience enhancement with experience innovation

**Sean Greig**  
Director  
Strativity



### SOLUTION SPOTLIGHT 11.45 - 12.35

#### Attracting, Engaging and Retaining Students through Gallup Strengths

- Overview of Student Success Coaching program at Laureate
- Impact of coaching on staff & students

**Linda Brown**  
Chief Executive Officer  
Laureate Australia & NZ

**Anne Lingafelter**  
Learning Solutions Consultant  
Gallup

GALLUP

### CASE STUDY 9.45 - 10.30

#### Expand your CDL and WIL capacity in a shared services environment

- Manage the changing remit of a student experience portfolio
- Increase student and academic participation
- Maintain levels of service through change

**David Sams**  
Director, Student Experience and Support  
UNSW



### INTERACTIVE PANEL DISCUSSION 1.30 - 2.30

#### Embed a student-centric culture

- Build and maintain student-centricity
- Integrate decision making
- Examples of student-centric initiatives

**Caroline Rueckert**  
Director, Student Success

**Patrick Nellestein**  
Higher Education Compliance Manager

**Neville Hiscox** Senior Director  
Student and Education Business Services

**Hugh Greenough**  
General Manager, Student Services

**Lynn McClelland** Executive Director  
Student Services and Communications



### INTERNATIONAL INSIGHTS 10.45 - 11.05

#### The Princeton student experience

Student life in the US is an incredibly unique experience. Join Kimberly to hear more about the student experience at this Ivy League university.

**Kimberly de los Santos** Executive Director of the Pace Center for Civic Engagement  
Princeton University



### EXPERT COMMENTARY 2.30 - 3.20

#### Integrate student experience in the curriculum and beyond

- Enable staff buy-in
- Harness student stories
- Innovation within a framework

**Lynn McClelland**  
Executive Director, Student Services and Communications

**Thomas Koruth**  
Director, Student Success  
University of Canterbury



### CASE STUDY 11.05 - 11.45

#### Start at the beginning - drive engagement from the onset

- Improve the experience from the first contact
- Consolidate and align functions
- Lessons from the formation of UniAccess

**Jodie Davis**  
Associate Director, UniAccess  
The University of Newcastle



### CASE STUDY 3.40 - 4.30

#### Integrate the student experience on a Cloud Campus

- Identify the different challenges posed for Cloud Campus students
- Build digital capabilities and service culture
- Enable and encourage student engagement

**Lucy Schulz**  
Director, Cloud Campus  
Deakin



### NETWORKING RECEPTION 4.30 - 5.30

## OPENING CASE STUDY

9.00 - 9.45

### Engage and involve students as partners for change

- Develop a culture of co-creation
- Lessons learnt from student co-creation
- Achieve student-centred outcomes

**Ian Thomson**

Director, Student Experience  
The University of Adelaide



## CASE STUDY

11.45 - 12.30

### Develop a collaborative, unified approach

- Generate engagement across your institution
- Improve communications with students
- Key takeaways from SPARK

**Amy Barnhouse**

Advisor to the Deputy Vice-Chancellor  
(Academic), Student Retention & Success  
Federation University



## CASE STUDY

9.45 - 10.30

### Build and enhance the student connection

- Create a sticky campus
- Support student health and wellbeing
- Provide a unique experience outside of studying

**Keitha Dunstan**

Deputy Vice Chancellor (Academic)  
Bond University



## INTERACTIVE PANEL DISCUSSION

1.30 - 2.30

### Successfully engage a diverse student cohort

- Techniques for personalising the student experience
- Provide inclusive support services
- Strategies for facilitating social engagement

**Cathy Frazer**

Executive Director, Student Experience  
Melbourne Polytechnic



**Melissa Jones** Dean of Leadership & Student  
Engagement, Trinity Residential College  
The University of Western Australia



**Michelle Rogers**

Director, Student Experience  
Curtin University



## INTERNATIONAL INSIGHTS

10.45 - 11.05

### The Stanford student experience

There are some valuable lessons we can learn when looking at students' experiences internationally. Join Angela as she shares her insights into the student experience at Stanford.

**Angela Hawkins**

Assistant Dean of Students  
Stanford University



## CASE STUDY

2.30 - 3.20

### Activate data to drive engagement and retention

- Utilise predictive analysis to inform decision making
- Understand student behaviours
- Leverage data analytics to implement initiatives

TBA

## CASE STUDY

11.05 - 11.45

### Design the student experience for the Future of Work

- Build CX capabilities to take on the future
- Take human-centred design beyond 'just talk' into delivering change
- Design future learning technologies for better student engagement and job-readiness

**Tom Key**

General Manager, Future & Innovation  
TAFE NSW



## INTERACTIVE CLOSING ROUNDTABLE

3.40 - 4.30

### Exceed expectations

- Reflect on key lessons
- Strategies to excel
- Create your action plan

**Donna Mack** Design Thinking Consultant in Higher Education

# Post-Summit Workshop

# 12 April 2019

## Student experience transformation toolkit

9.00 - 4.30

### Tap into the psychology of the customer

- Shape strategy around student behaviours
- Understand different student demographics
- Identify decision-making points and processes

### Create and sustain student confidence

- Effective engagement strategies
- Reduce attrition rates
- Involve alumni in regeneration

### Utilise insights and feedback to build strategies

- Leverage your CRM to capture and utilise data
- Translate emotive data to fuel every touchpoint
- Improve organisational student centricity

### Build a culture of institution-wide collaboration

- Effectively communicate data to engage staff in implementing change
- Train and upskill staff involved in the student journey
- Increase engagement levels across your organisation

**Expert Facilitator: Paul Laurenson** Consultant Capture Confidence

## Who will attend?

Directors, Managers, Head of:

- Student Services / Student Support
- Student Engagement / Experience / Enrichment
- Careers / Employability
- Marketing / Social Media
- Business Strategy
- IT Services
- Digital Transformation
- Learning & Teaching
- Library Services

## More people? More savings!

Receive a 30% discount when booking a team of 15 to attend, please call: +61 2 8239 9711 or email: [registration@liquidlearning.com.au](mailto:registration@liquidlearning.com.au)

# UP TO 30% OFF



Organisation Name					
Address			Suburb	State	Postcode
Booking Contact Information					
Title	Full Name	Position	Email	Phone	



#	Title	Full Name or TBA	Position	Email	Attendance Date/s
1					<input type="checkbox"/> 9 <input type="checkbox"/> 10 & 11 <input type="checkbox"/> 12
2					<input type="checkbox"/> 9 <input type="checkbox"/> 10 & 11 <input type="checkbox"/> 12
3					<input type="checkbox"/> 9 <input type="checkbox"/> 10 & 11 <input type="checkbox"/> 12
4					<input type="checkbox"/> 9 <input type="checkbox"/> 10 & 11 <input type="checkbox"/> 12
5					<input type="checkbox"/> 9 <input type="checkbox"/> 10 & 11 <input type="checkbox"/> 12
6					<input type="checkbox"/> 9 <input type="checkbox"/> 10 & 11 <input type="checkbox"/> 12
7					<input type="checkbox"/> 9 <input type="checkbox"/> 10 & 11 <input type="checkbox"/> 12
8					<input type="checkbox"/> 9 <input type="checkbox"/> 10 & 11 <input type="checkbox"/> 12
9					<input type="checkbox"/> 9 <input type="checkbox"/> 10 & 11 <input type="checkbox"/> 12
10					<input type="checkbox"/> 9 <input type="checkbox"/> 10 & 11 <input type="checkbox"/> 12



Options (per person)	Value Plus Rate	Super Saver Rate	Early Bird Rate	Standard Rate
Qty	Register and pay by 19 December	Register and pay by 31 January	Register and pay by 7 March	
4 Days	\$3995 + GST = (\$4394.50)	\$4195 + GST = (\$4614.50)	\$4345 + GST = (\$4779.50)	\$4495 + GST = (\$4944.50)
3 Days	\$3195 + GST = (\$3514.50)	\$3395 + GST = (\$3734.50)	\$3545 + GST = (\$3899.50)	\$3695 + GST = (\$4064.50)
2 Days	\$2295 + GST = (\$2524.50)	\$2495 + GST = (\$2744.50)	\$2645 + GST = (\$2909.50)	\$2795 + GST = (\$3074.50)
1 Day Workshop	\$1295 + GST = (\$1424.50)	\$1395 + GST = (\$1534.50)	\$1495 + GST = (\$1644.50)	\$1595 + GST = (\$1754.50)
<b>Discounted off standard rates :</b>	<b>Save up to \$500</b>	<b>Save up to \$300</b>	<b>Save up to \$150</b>	

**Partner Discount**  
Members of supporting organisations receive a special 10% discount off standard rates!

**TOTAL incl GST**  
All Prices listed in Australian Dollars

Group Discounts Available:	15% off Standard Rate Team of 3 - 4	20% off Standard Rate Team of 5 - 9	25% off Standard Rate Team of 10-14	30% off Standard Rate Team of 15 +
----------------------------	----------------------------------------	----------------------------------------	----------------------------------------	---------------------------------------

**Conditions:** Group Discounts apply for bookings made simultaneously. Only one discount applies. Group discounts apply to standard rates only. Group discounts are not applicable to Value Plus, Super Saver and Early Bird rates. Discounts cannot be applied retrospectively and must be claimed at the time of booking. Liquid Learning Group reserves the right to have sole discretion on an organisation's eligibility for discounts. **Note:** Course materials, refreshments & lunches are included. Travel and accommodation are NOT included. Registration Options are per person only.



**Please Note:** Payment is required prior to attending this event.

<input type="checkbox"/> Credit Card <input type="checkbox"/> Cheque (payable to Liquid Learning Group Pty Ltd) <input type="checkbox"/> Electronic Funds Transfer <input type="checkbox"/> Please invoice me: Purchase Order No. # <input type="text"/>	<b>Credit Card Details - Please charge my credit card for this registration:</b> Card Type <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express Note: 2% surcharge applies to American Express payments Card Number <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> Expiry <input type="text"/> / <input type="text"/> CW <input type="text"/> <input type="text"/> <input type="text"/> Full Name as on card Cardholder's Contact Number <input type="text"/> Signature <b>X</b>	<b>Electronic Funds Transfer (EFT)</b> Please transfer funds directly to: Westpac Account Name: Liquid Learning Group Pty Ltd BSB: 032 002 Account No: 407 273 SWIFT Code: WPCA AU2S Amount <input type="text"/>
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------



**Authorising Manager's Details:** This registration is invalid without a signature.

Name	Position	Phone
Email	Signature	Date
	<b>X</b>	



**Email this form to: [registration@liquidlearning.com.au](mailto:registration@liquidlearning.com.au) or Call us on: +61 2 8239 9711**

**Registration Policy:** If you are unable to attend this event, you may send a substitute delegate in your place at no additional cost. Please advise us of any substitutions as soon as possible. Alternatively, you may transfer your registration to another event run by Liquid Learning Group Pty Ltd. A 10% service fee may apply. Should you wish to cancel your registration, please notify us in writing as soon as possible and a credit note will be issued valid for use towards any future event held by Liquid Learning Group Pty Ltd in the twelve months following date of issuance. Cancellation notifications received less than 14 days from the event running will receive a credit note to the value of the registration fee less a service fee of \$400 plus GST. Liquid Learning Group Pty Ltd does not provide refunds for cancellation. The prices above are based on one person per registration. It is not possible for multiple people to attend within any day of the event on a single registration. Split tickets, i.e. a different person attending each day of the event, can be arranged. A fee will apply. Please call us for details.  
Liquid Learning Group Pty Ltd takes all care to produce high quality events that deliver as promised. All advertised details are correct at time of publishing.

However, when circumstances beyond our control prevail, we reserve the right to change program content, facilitators or venues. We also reserve the right to cancel or reschedule events if circumstances arise whereby performance of the event is no longer feasible, possible or legal. Liquid Learning Group Pty Ltd will not be responsible for any loss or damage arising from any changes to or cancelling or rescheduling of an event. If an event is cancelled or rescheduled, Liquid Learning Group Pty Ltd will make every effort to contact every registered delegate; if an event is cancelled or you are unable to attend the rescheduled event you will be issued with a credit note valid for use towards any future Liquid Learning Group Pty Ltd event held in the twelve months following date of issuance.  
**Disclaimer:** Liquid Learning Group Pty Ltd has taken due care in selecting qualified professionals as its authors and course facilitators. The information provided by course facilitators is not produced by Liquid Learning Group Pty Ltd and should not be regarded as advice. Liquid Learning Group Pty Ltd accepts no responsibility for reliance on such information and recommends that its clients seek

further professional advice.  
**Privacy Statement:** Liquid Learning Group Pty Ltd is committed to your privacy. All information collected on this registration will be held in the strictest of confidence and in accordance with the Privacy Act 1988. Liquid Learning Group Pty Ltd will add your information to a secure database. This will be used primarily to contact you for ongoing research, product development and notice of future events and services offered by Liquid Learning Group Pty Ltd. Occasionally you may receive information from organisations associated with Liquid Learning Group Pty Ltd. If you do not wish to receive such information please tick this box:   
To update or have your details deleted please advise our Database team at Liquid Learning Group Pty Ltd,  
Level 9, 80 Clarence Street, Sydney NSW 2000, PH: +61 2 8239 9700,  
email: [database@liquidlearning.com.au](mailto:database@liquidlearning.com.au)  
© 2019 Liquid Learning Group Pty Ltd ACN 108 415 354