Reshaping the Student Experience
Adapting to a consumer-driven deregulated market
25th & 26th March 2015, Ibis Hotel, Melbourne

Key Speakers

Ken Sloan
Registrar and Chief Operating Officer
UNIVERSITY OF WARWICK, UK

Professor Denise Kirkpatrick
Pro Vice Chancellor (Student Experience)
UNIVERSITY OF ADELAIDE

Professor Duncan Bentley
Deputy Vice-Chancellor (Engagement, International and Governance)
VICTORIA UNIVERSITY

Karen Ganschow
General Manager, Customer Relationship Marketing
WESTPAC

Why invest in this conference?

► Define & develop your value proposition
► Learn how to better understand data to inform market segmentation
► Improve understanding of student requirements
► Re-design your product and service delivery to adapt to changing student expectations

Ask our panel of students what adds value to their student experience

WORKSHOPS
Places are limited!

A - How to understand data to inform market segmentation
B - How to adapt and re-design service delivery around changing student expectations
> See inside for more details

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Higher education is becoming an increasingly competitive consumer-driven market with the impending deregulation of fees. Universities need to be thinking about how they can adapt to Education Minister, Christopher Pyne’s program of reform and strengthening the quality and value of the degrees they offer their students. Now more than ever, understanding your target market and improving the student experience is crucial to surviving a consumer-driven system.

The agenda will tackle the following fundamental challenges:

- **Increasing customer centred thinking** to adapt to a deregulated landscape
- Rethinking product design to **differentiate and provide greater value for money** to students
- **Understanding the key drivers of student choice** and how to better engage and support
- Taking greater responsibility for **graduate employability**
- Improving communication with students and, **becoming more responsive and accessible in service delivery**
- Taking a whole university **student life cycle approach** to provide a higher quality educational experience

“Universities will need to define and promote their differentiation more than ever before”

*Professor Warren Bebbington, Vice- Chancellor and President, University of Adelaide*

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**Plus key contributions from:**

Rod Camm  
**Australian Council for Private Education and Training (ACPET)**

Professor Suzi Vaughan  
**Queensland University of Technology**

Ian Smith  
**Former La Trobe University**

Ray Fleming  
**Microsoft Australia**

David Gunsberg  
**Griffith University**

David Buckingham  
**Monash University**

Dr Shelley Kinash  
**Bond University**

Greg Balcombe  
**University of New England**

Sarah Lawrie  
**Victoria University**

Professor Andrew McAuley  
**Southern Cross University**

Deidre Anderson  
**Macquarie University**

Teresa Tija  
**Victoria University**

Ben Apted  
**Strategic Project Partners (SPP)**

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**Who will attend?**

- Deputy Vice Chancellors
- Directors of Academic Services
- Academic Registrars
- Directors of Learning and Teaching and Student Services
- Deans and Faculty Managers
- Directors of Marketing, Student Recruitment and Engagement

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Day 1
Wednesday 25th March, 2015

8:00 Registration, coffee & networking
8:30 Opening remarks from the Chair
   Professor Duncan Bentley, Victoria University

Embedding a customer service-driven culture
8:40 Making a visionary shift to customer-centric thinking
   Keynote
   • Converting customers into passionate advocates
   • Incentivising to achieve behaviour change
   • Differentiating your product by offering customers benefits
   Karen Ganschow
   General Manager, Customer Relationship Marketing, Westpac

9:20 Driving a new era for quality education: Insights from the UK market
   Keynote
   • Insights into managing higher education reform, hybrid de-regulation, and regulatory changes
   • Recognising added value for students and how to provide it
   • Achieving and maintaining high student satisfaction
   Ken Sloan
   Registrar and Chief Operating Officer, University of Warwick, UK

10:00 Delivering the ultimate student experience: What can be learnt from outside of the education sector?
   • What can the switch to online retailing teach universities?
   • What are the lessons from the mobile-first, cloud-first mindset of students?
   • Meeting consumer expectations
   Ray Fleming
   Industry Market Development Manager for Education, Microsoft Australia

10:40 Speed networking
11:00 Morning tea & networking

11:30 Changing focus to achieve transformational change & embed a customer service culture
   Word Café Session
   • Ensuring organisational culture change through effective leadership
   • Mapping the customer-focused student journey
   • Adopting cross-functional approaches to service delivery
   Expert Facilitator:
   Ian Smith, Former Senior Manager, Planning, Review and Improvement, La Trobe University

12:00 Student centricity: strategy & implementation, learning from proven retail approaches
   • Aligning your organisation to deliver on a student-centric strategy
   • Insights from the retail sector on how to reshape the student experience
   Ben Apter, Partner
   Strategic Project Partners (SPP)

12:30 Translating customer service into a University setting
   • How do we tailor the student experience to student needs?
   • How do we segment the experience to cater to student requirements?
   • Assigning responsibilities and ensuring buy in
   David Gunsberg
   Director, Planning and Projects Office, Information Services
   Griffith University and
   Former Director Segment Customer Experience, Telstra

1:10 Networking lunch

2:10 How do you demonstrate return on investment to your students?
   Round Table Discussion
   Evidencing value for money and determining your value proposition is crucial to surviving in the face of increased competition. How do you differentiate your product and build brand value?

2:50 Rethinking product design to differentiate and provide greater value for money to students
   • How do you align product to strategy and provide a point of differentiation?
   • Analysing your market and market segments — where do they see value?
   • How do you meet the needs of international students and employers?
   Professor Duncan Bentley
   Deputy Vice-Chancellor (Engagement, International and Governance)
   Victoria University

3:30 Afternoon tea & networking

4:00 Offering added value & enhancing the student experience through positive career outcomes
   • Understanding where to invest to provide real benefits for students
   • Career development and employment preparation as part of academic courses
   • Promoting work integrated learning and graduate programs
   Professor Suzi Vaughan
   Deputy Vice Chancellor, (Learning and Teaching)
   Queensland University of Technology

4:40 Responding to student demand with accessible & responsive technology & online service provision
   • Using online forums to capture consumer feedback and give them a voice
   • Facilitating online access to academic mentoring and tutor feedback
   Deidre Anderson
   Deputy Vice Chancellor, (Students and Registrar)
   Macquarie University

5:20 Closing remarks from the Chair & close of day one
# Day 2
Thursday 26th March, 2015

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>8:00</td>
<td>Welcome, coffee &amp; networking</td>
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<td>8:30</td>
<td>Opening remarks from the Chair</td>
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<td></td>
<td>David Gunsberg, Griffith University</td>
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<td>8:40</td>
<td>How to better understand student expectations</td>
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<td><strong>KEYNOTE</strong></td>
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<td></td>
<td>Rod Camm, Chief Executive Officer, Australian Council for Private Education and Training (ACPET)</td>
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<tr>
<td>9:10</td>
<td>Analysing data to inform market segmentation</td>
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<td><strong>KEYNOTE</strong></td>
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<td></td>
<td>Denise Kirkpatrick, Pro-Vice Chancellor (Student Experience), University of Adelaide</td>
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<tr>
<td>9:50</td>
<td>What do students want?</td>
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<td>Our panel of students will answer probing questions from the audience on how we can improve the customer experience and tailor the user experience to better meet their needs</td>
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<tr>
<td>10:30</td>
<td>Morning tea &amp; networking</td>
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<tr>
<td>11:00</td>
<td>Developing a personalised learning experience to overcome the crisis of graduate employability</td>
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<tr>
<td></td>
<td>• Strategies for students, graduates, educators and employers</td>
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<td>• Correcting misalignment of understanding across stakeholder groups</td>
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<td>• Elaborated framework of graduate employability</td>
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<td>• Awarding students for participation in co-curricular activities</td>
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<td></td>
<td>Dr Shelley Kinash, Director of Learning and Teaching, Bond University</td>
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<td>11:40</td>
<td>What is a student’s lifetime value?</td>
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<td>• How marginal improvement can make big differences to revenue</td>
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<td>• Retaining and engaging students</td>
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<td>12:20</td>
<td>Taking the student on a journey to enable a holistic customer experience</td>
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<td>• Designing the enrolment process to better suit the student</td>
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<td>• Identifying those at risk of dropping out and tailoring interventions for them</td>
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<td>• Encouraging academics to centre thinking around what students want</td>
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<td>Greg Balcombe, Director of Student Administration and Services, University of New England</td>
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<tr>
<td>1:00</td>
<td>Networking lunch</td>
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<td>2:00</td>
<td>Engaging &amp; recruiting international students</td>
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<td>• Ensuring systems effectively deliver on expectation</td>
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<td>• Implications of deregulation for international students</td>
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<td>• Meeting the specific needs and expectations of international students with regard to pricing</td>
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<td>David Buckingham, Vice President, Marketing Communications and Student Recruitment, Monash University</td>
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<td>2:40</td>
<td>Improving student recruitment outcomes - focusing on value creation &amp; the customer journey</td>
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<td>• The importance of a simple, online and easy enrolment experience</td>
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<td>• Examining the key influencers for student decision making</td>
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<td>• Recognising the crucial place recruitment has in the student journey</td>
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<td>Sarah Lawrie, Director Marketing &amp; Future Students, Victoria University</td>
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<td>3:20</td>
<td>Afternoon tea &amp; networking</td>
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<td>3:50</td>
<td>Tuning into student needs to package your offering around their expectations</td>
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<td>• Moving to a supply driven customer centric model</td>
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<td>• Using student feedback</td>
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<td>• Building brand value and maximising effective communication</td>
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<td>• Customisation and unbundling of the university experience</td>
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<td>Professor Duncan Bentley, Deputy Vice Chancellor, Victoria University, Professor Denise Kirkpatrick, Pro-Vice Chancellor (Student Experience), University of Adelaide</td>
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<td>4:30</td>
<td>Service improvements to enhance the customer experience</td>
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<td>• Lessons learnt from re-designing customer relationship management</td>
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<td>• Meeting students communication needs and expectations</td>
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<td>• Encouraging greater collaboration between staff, campuses and students</td>
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<td>Professor Andrew McAuley, Deputy Vice Chancellor Education, Southern Cross University</td>
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<td>5:10</td>
<td>Closing remarks from the Chair &amp; close of conference</td>
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**Workshops**

Don’t miss this opportunity to interact in small groups with leaders in student experience!

**How to understand data to inform market segmentation**

*Pre-Conference Workshop A*

**Tuesday 24th March 2015**

**5.30pm – 8.30pm**

Universities are operating in an increasingly competitive marketplace with the impending legislation of the deregulation of fees, now more than ever there is a very real need to understand your students. Greater data capture and analysis is needed to gain insight into who your customers are and where your strengths and weaknesses lie in terms of the customer experience you offer. How can you differentiate yourself and define your value proposition to your students? Better understanding your students is fundamental to targeting your marketing efforts, designing your product and adapting your delivery methods. This practically focused interactive workshop offers insight into how you can capitalise on the wealth of data available and use it to inform future working.

**Topics to be discussed:**

- Deciding what it is you want to know
- Planning how you will find this information
- Maximising the potential of the data you already have
- Embracing the user and the user voice

**What will you take away?**

- Strategies for using data to illuminate your point of difference
- Tools and methods for segmenting your audience
- Approaches to tailoring the student experience to your audience needs

**About your workshop leader:**

David Gunsberg  
Director, Planning and Projects Office, Information Services  
Griffith University

**How to adapt & re-design service delivery around changing student expectations**

*Mid-Conference Workshop B*

**Wednesday 25th March 2015**

**5.30pm – 8.30pm**

How do your services and initiatives most effectively capture and deliver on expectations? How can we better understand the nature of student needs? Do we need to change the nature and delivery model of our services? How can you work in collaboration with students to design and deliver student services? Co-production, collaboration, crowd-sourcing and customer engagement are increasingly being adopted in service and product design and delivery. It’s not just flipped classrooms but flipped services. This practical workshop will address how to flip your services.

**Topics to be discussed:**

- Empowering students to enable them to improve the student experience
- Producing a product and service that students will find attractive
- Facilitating leadership orientation and identifying opportunities for developing professional capabilities

**What you will take away:**

- Methods for setting up programs, such as orientation, student communication and student life run by students for students
- Tips for developing peer to peer support, mentoring and advice
- Strategies for linking student involvement with development of work-ready skills and graduates
- Changing roles of students, staff, service providers and student organisations
- Approaches to co-production and crowd-sourcing in a University setting

**About your workshop leader:**

Teresa Tija  
Academic Registrar and Executive Director, Student Services  
Victoria University

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Accommodation

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Event Prices

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<td>$2199 + GST $2418.90* SAVE $300</td>
<td>$2399 + GST $2638.90* SAVE $300</td>
<td>$2499 + GST $2748.90* SAVE $200</td>
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Reshaping the Student Experience

March 2015, Melbourne