



**M** Marketing  
**A** Admissions  
**G** Guardianship  
**I** International  
**C** Conference

Marriott Hotel, Regents Park, London  
March 13 - 14, 2019

# Conference Programme

Marriott Hotel, Regents Park, London NW3 3ST

## Wednesday March 13, 2019

- 10:00 Registration
- 10:30 **Welcome**  
Robin Fletcher, Chief Executive, BSA
- 10:45 **Marketing: Doing it right has never been more critical**  
Robert Fletcher, Chief Executive  
R Fletcher & Partners,  
Former Executive Chairman, Saatchi & Saatchi
- 11:30 **The Concept of Campaigns: Giving your marketing a unified purpose**  
Miles Latham, Managing Partner  
and co-founder, Affixius Films
- 12:15 **How and why schools and guardianship organisations should be looking after their international students**  
Dr Helen Wright, Chair, AEGIS
- 13:00 Lunch
- 14:00 **Breakout sessions:**
- **Guardianship case studies**  
Yasemin Wigglesworth, Executive Officer, AEGIS
  - **Staying safe online**  
Gareth Cort, Director and Consultant  
Freedom from Abuse C.I.C.
  - **Bringing agents, guardianship organisations and schools together**  
Nicola Lutz, Director, StudyTravel
  - **International marketing**  
David Milner, International Marketing Manager  
at Sedbergh School and Board Director at AMCIS
- 14:45 **Working together to successfully navigate the UK's immigration system (ALL)**  
Nichola Carter, Partner, Carter Thomas
- 15:30 Refreshments
- 16:00 **Guardianship policies and keeping international students safe**  
Stuart Nicholson, Trustee, AEGIS  
Dale Wilkins, Head of Safeguarding  
and Standards, BSA
- 19:00 Drinks reception
- 19:30 **Annual conference dinner**  
After dinner with Russell Earnshaw and  
John Fletcher, Former England RFU Pathway  
coaches for U15 and U18 and coach development

## Thursday March 14, 2019

- 09:00 **Singing your schools song in the market place**  
Chris Wheeler, Headmaster  
Monkton Combe School  
or  
**5 steps: Solutions to personal wellbeing**  
Julie Wilkinson, Director and Trainer,  
Brave the Rage
- 10:00 **Education post Brexit (ALL)**  
John Punter, Head of Public Affairs, ISC
- 11:00 Refreshments
- 11:30 **Selling your school?**  
Peter Dart, Global Client Leader, WPP
- 12:30 Lunch
- 13:30 **Panel discussion; Guardianship challenges**  
Irfan Latif, Principal, DLD College  
Lana Foster, Managing Director, Bright World  
Kris Robbetts, Senior Associate  
Veale Wasbrough Vizards LLP  
Yasemin Wigglesworth, Executive Officer, AEGIS  
or  
**Extending your brand overseas**  
Ian McIntyre, International Development Director,  
Rugby School
- 14:30 Refreshments
- 15:00 **Transform and connect (ALL)**  
Neil Benson of Neil Benson Associates  
Interim Editorial Director at Express Newspapers,  
former Editor Director of Trinity Mirror Regionals,  
former MD of North East Media  
former Chair of the Editor's Code of Practice  
Committee, Consultant in business  
transformation
- 16:00 Close of conference

For more information and to book your place  
[www.boarding.org.uk/events](http://www.boarding.org.uk/events)

One day delegate including dinner - **£360**  
Two day delegate including dinner - **£410**  
AEGIS/BSA member including accommodation - **£525**  
Non-member including accommodation - **£625**