

# The English UK Annual Conference & AGM 2016

## Programme outline

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### Thursday 19 May 2016

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12:30 – 13:00	Registration, refreshments and exhibition <a href="#">Coronet Suite</a>
13:00 – 14:00	Lunch (buffet style) and exhibition <a href="#">Cornwall Suite</a>
14:00 – 14:10	Conference welcome from English UK Chair <a href="#">Steve Phillips   Crown Suite</a>
14:10 – 14:20	Conference welcome from Trinity College London <a href="#">Henry Tolley   Crown Suite</a>
14:20 – 15:05	English UK review of 2015 <a href="#">Richard Day, Huan Japes and Annie Wright   Crown Suite</a>
15:05 – 15:50	Public affairs: our journey so far and where we go from here <a href="#">Tas Banji and Timothy Blake   Crown Suite</a>
15:50 – 16:20	AGM (English UK members only) <a href="#">Crown Suite</a>
16:20 – 16:40	Refreshments and exhibition <a href="#">Cornwall Suite</a>
16:40 – 18:00	English language report: Gulf States <a href="#">British Council and English UK   Crown Suite</a>
18:00 – 19:00	Drinks reception <a href="#">Cornwall Suite</a>

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Friday 20 May 2016

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09:00 – 09:20	Registration, refreshments and exhibition		
09:20 – 09:30	Conference welcome from English UK Chair <a href="#">Steve Phillips</a>   <a href="#">Crown Suite</a>		
09:30 – 09:40	Conference welcome from Trinity College London <a href="#">Henry Tolley</a>   <a href="#">Crown Suite</a>		
09:40 – 10:30	Elective session one:		
1A. Engaging local and social media for effective public affairs campaigns <a href="#">Tas Banji</a>   <a href="#">Crown Suite</a>	1B. Developing young learner programmes: a first-time experience <a href="#">Nigel Heritage and Anna Goodband</a>   <a href="#">Derby Suite</a>	1C. Trends and challenges in the UK pathway sector <a href="#">John Phillips</a>   <a href="#">Durham Suite</a>	
10:30 – 10:50	Refreshments and exhibition <a href="#">Cornwall Suite</a>		
10:50 – 11:50	The 2015 student statistics report: key data and analysis <a href="#">Samuel Vetrak</a>   <a href="#">Crown Suite</a>		
11:50 – 12:45	Elective session two:		
2A. Product, business and partnership development <a href="#">Hannah Alexander-Wright</a>   <a href="#">Crown Suite</a>	2B. Developments in working time and calculating pay entitlement <a href="#">Hilary Aldred</a>   <a href="#">Derby Suite</a>	2C. Changing for the better <a href="#">Mark Lindsey</a>   <a href="#">Durham Suite</a>	
12:45 – 13:45	Lunch (buffet style) and exhibition <a href="#">Cornwall Suite</a>		
13:10 – 13:40	Trans-national education in practice (optional lunchtime session) <a href="#">Malcolm Payton</a>   <a href="#">Derby Suite</a>		
13:45 – 14:15	Are we still alive and why have none of us been sacked yet? The worst sales trip ever <a href="#">Thom Jones</a>   <a href="#">Crown Suite</a>		
14:20 – 15:10	Elective session three:		
3A. Digital marketing approaches: selling to the new generation <a href="#">Michael Carrier</a>   <a href="#">Crown Suite</a>	3B. The future of business English <a href="#">Sarah Wang, Maurice Cassidy, Mark Waistell and Fiona Mee</a>   <a href="#">Derby Suite</a>	3C. Join the new FE special interest group <a href="#">Huan Japes, John Mountford, Janette Donjon and Sarah Cooper</a>   <a href="#">Durham Suite</a>	
15:10 – 15:30	Refreshments and exhibition <a href="#">Cornwall Suite</a>		
15:30 – 16:30	Managing in difficult times <a href="#">Adrian Furnham</a>   <a href="#">Crown Suite</a>		