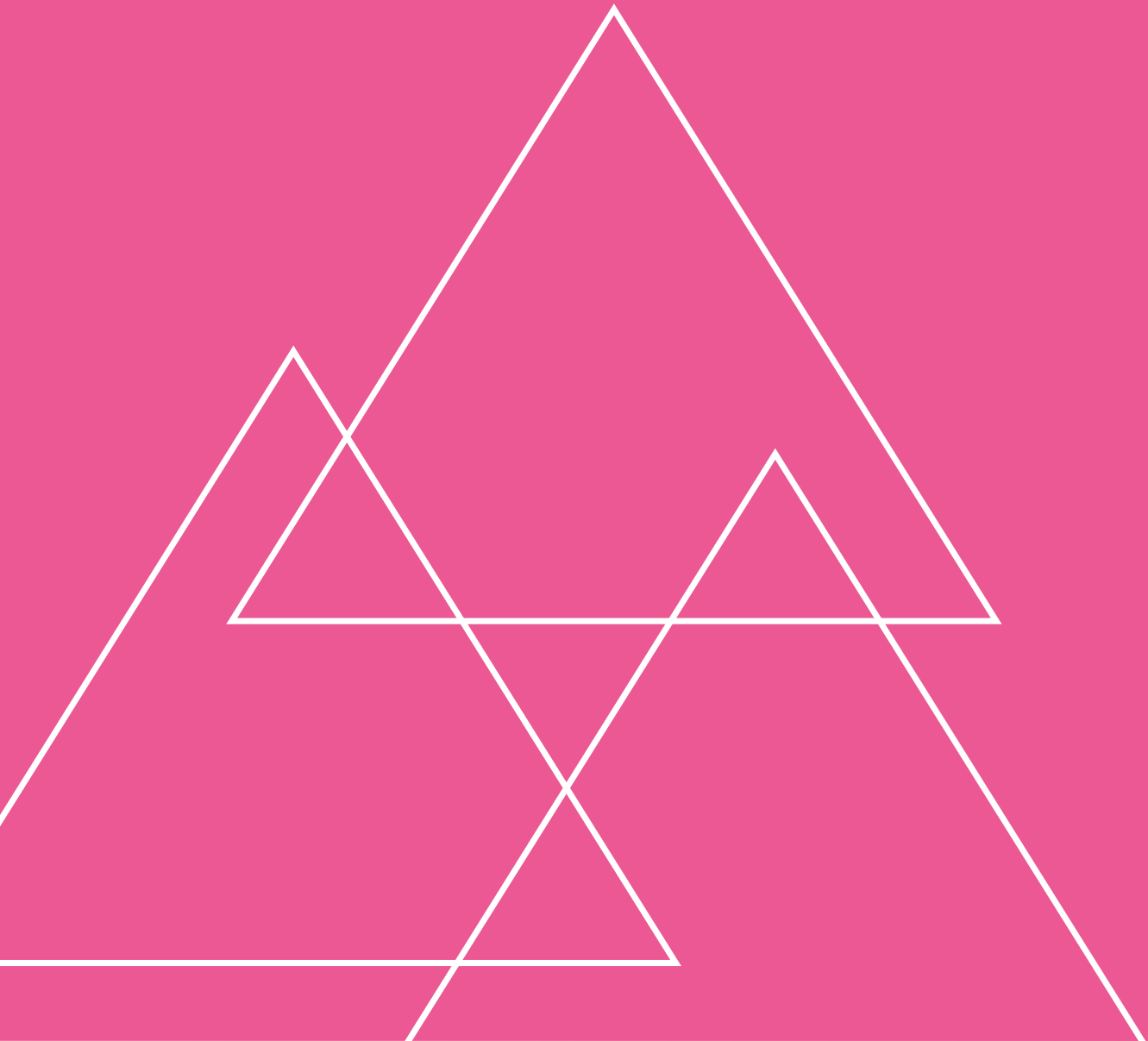




# THE SUMMIT

Pre-event information



MONDAY 14 – WEDNESDAY 16 SEPTEMBER 2020

# Timetable

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## Monday 14 September

8:00 – 8:45	Current market sentiment in East Asia – a panel <i>with Fraser Deas</i>
8:55 – 9:45	1A How are UK English language centres reopening safely? <i>with Kevin O'Donnell</i> 1B Part one: EMI and EME partnership opportunities with HE in China <i>with British Council China and Department for International Trade China</i> 1C What does the UK's point based system mean for students? <i>with UK Visas and Immigration</i>
10:00 – 10:45	2A British Council Accreditation developments, update for agents <i>with Liz McLaren</i> 2B Part two: EMI and EME partnership opportunities with HE in China <i>with British Council China and Department for International Trade China</i> 2C Legal agreements - a firm footing <i>with Matt Gatenby</i>
11:00 – 11:45	3A The student experience for juniors <i>with Neil McLoughlin and Sarah Etchells</i> 3B ELT market focus - MENA <i>with selected agents, schools and experts</i> 3C Upcoming visa changes and student mobility <i>with Pat Saini</i>
11:45 – 12:50	<i>Break</i>
12:50 – 13:20	Welcome from English UK and Graham Stuart MP, Minister for Exports
13:30 – 14:10	4A The student experience - learning in school and online <i>with Thom Kiddle and Chris Farrell</i> 4B ELT market focus - Italy <i>with selected agents, schools and experts</i> 4C Accreditation UK developments, the language centre perspective <i>with Liz McLaren</i>
14:25 – 15:05	5A The student experience - social programme <i>with Justin Quinn and Spencer Fordham</i> 5B ELT market focus - Russia <i>with selected agents, schools and experts</i> 5C UKVI support for students during the Covid-19 pandemic <i>with Harry Booty</i>
15:20 – 16:00	6A The student experience - accommodation <i>with Harsha Shivdasani, Michele da Silva and Martyn Duguid</i> 6B ELT market focus - Spain <i>with selected agents, schools and experts</i> 6C Updates to exams and SELTs <i>with Justin Rodman, Marios Molfetas and Richard Simpson</i>
16:15 – 17:15	Closing plenary <i>with Foresight Factory and Visit Britain</i>
17:30 – 18:15	ELT market focus - Latin America <i>with selected agents, schools and experts</i>

## Tuesday 15 September

07:00 – 12:00 One-to-one meetings  
*Ideal for agencies based in Asia, Europe and the Middle East & North Africa*

## Wednesday 16 September

14:00 – 19:00 One-to-one meetings  
*Ideal for agencies based in Latin America, Europe and the Middle East & North Africa*

**Please note all timings are in British Summer Time (GMT+1)**

# Online tools - seminars

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All seminars will take place on either Zoom or GoToWebinar. Links to register for sessions will be sent to delegates with this programme.

In order for the team to monitor attendance, and to prevent any security breaches, we will require you to register your attendance for each session.

Sessions will be interactive, and we encourage you to take part by asking questions.

## Zoom

If you wish to make a comment or ask a question, open the Attendee list and click **Raise hand**. The host will then invite you to speak and will unmute your microphone. Please remember to **Lower hand** once you have spoken or if you no longer wish to comment. If you prefer to send in a written question, question use the **Q&A** function at the bottom of your screen.

Use Zoom's **Chat** function to communicate with the host and panellists, but please do not submit questions using this feature.

We request that no recordings or screenshots of the conference are taken and shared on social media in order to respect the privacy of the participants.

## GoToWebinar

All participants will be muted. Use the **Questions** box to send in your questions or comments.

## Mentimeter

We will be using Mentimeter, an audience engagement platform, to ask the audience questions and to launch interactive live polls.

It will be easy for you to join in and we encourage you to take part. More information will be given to you on the day.

# Online tools - meetings

## Marcom eSchedule PRO

Marcom eSchedule PRO is a centralised web-based meeting scheduling system which facilitates the meeting booking process between participants prior to the event. It should be used to schedule all meetings. Meetings made outside of the system will not be recorded and may result in conflicting meetings.

The system is extremely user-friendly as it follows a traditional approach:

- You view/search/filter the list of participants and send meeting requests to those you want to meet.
- Contacted participants receive an email and your name is added to their list of meeting requests received.
- When a participant schedules a meeting with you, you receive an email and your online schedule is updated.
- You will also receive meeting requests from other participants interested in meeting with you.
- You schedule meetings with participants you are interested in meeting and decline other requests.
- Prior to the event you can export your schedule to PDF and print it.

## Scheduling your meetings

For detailed information on how to schedule meetings, useful features and frequently asked questions, please read the 'Getting started' guidance on Marcom eSchedule PRO. To find it:

1. Log in to your Marcom eSchedule PRO account
2. Click on 'My schedule'
3. Click on Getting Started & FAQ at the top of the page.

## Conducting your meetings

Your meetings will be conducted using Zoom in Marcom eSchedule PRO.

For detailed instructions on testing Zoom, starting your meetings and top tips, please read the 'Zoom guide' document on Marcom eSchedule PRO. To find it:

1. Log in to your Marcom eSchedule PRO account
2. Click on 'My schedule'
3. Click on Zoom Guide at the top of the page.

## Can a colleague join my meeting?

Yes. There are two ways you can do this:

1. If only one participant is listed in Marcom eSchedule PRO and has a schedule, the first participant can share his/her username and password with his/her colleague. They can then log into the account and click on the Zoom meeting link at the same time.
2. If the first participant does not want to share his/her username and password but only the Zoom meeting link, he/she will be able to do so after launching the Zoom meeting. You can find the "Invite Link" in the meeting information.

## Need help?

The English UK team and Marcom Connect will be available during the meeting sessions to offer technical and event support. Use the live support function from within your Marcom eSchedule PRO account to request assistance.

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