



**HELOA New Practitioners' Conference**  
*Crowne Plaza, Nottingham*  
**Thursday 24<sup>th</sup> & Friday 25<sup>th</sup> October**

**Thursday 24<sup>th</sup> October**

**10:45 Arrival, Registration & Refreshments**

**11:15 Welcome, Introductions and Networking**

**11:45 Power of Presence: tools for persuasive communication** – Rachel Brookes, Senior Widening Participation Officer & Sophia Hall, Student Recruitment Engagement Officer, Harper Adams University.

**12:30 Lunch**

**13:30 UCAS Update** – Sam Sykes, Customer Success Manager, UCAS

**14:15 Lessons from the Chocolate Factory: Avoiding Pitfalls in Event Planning Inspired by Willy Wonka** – Heather Black, Senior Recruitment Officer, University of Strathclyde

**15:00 Break & Refreshments**

**15:30 Student Finance Overview & Updates** - Steven Joesbury, Student Recruitment Manager, University of Law

**16:15 Round Table Discussions/Reflections**

**17:00 Close, Check-in and Downtime**

**19:00 Drinks Reception**

**19:30 Dinner**

**21:00 (approx.) Quiz** - optional

## **Friday 25<sup>th</sup> October**

**6:30-9:00 Breakfast for full delegates**

**9:00 Arrival for day delegates and check out**

**9:15 The \*Wonderful World of Student Ambassadors** – Jeff Chilton, Student Recruitment Officer (Central England), Aberystwyth University

**10:15 Working with Alternative provisions** – Kate Venables, Access and Participation Operations Manager, Arts University Bournemouth

**11:00 Break & Refreshments**

**11:30 Building Effective Relationships** – Ammarah Pandor, Senior Student Recruitment Officer, & Teah Renton, Schools and Colleges Engagement Officer, Leeds Trinity University

**12:15 Sector Updates & How HELOA can support you** – Reena Kaur, HELOA UK Chair

**13:10 Final Reflections and Close**

**13:15 Lunch, Networking & Depart**

\*Programme may be subject to change