

HE FEST - 2024



Marketing, Recruitment, Advancement and AI in Higher Education – Conference

Wednesday 11 September

Venue: Room GK5-19, Building G, UniSA [City West Campus](#), 61-68 North Terrace, Adelaide

Time	Topic	Facilitator	You know them from	Venue
2-4pm	Marketing Strategies - Workshop	Tim Winkler	Twig Marketing	Room GK5-19
	AI in practice – Workshop			Room GK5-19

Schedule v. 1.8 – This program is subject to change and may alter prior to event. The event is being hosted by UniSA. Session venues to be advised.

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Thursday 12 September - Conference Schedule

Venue: Bradley Forum, Level 5, Building H, UniSA [City West Campus](#), 61-68 North Terrace, Adelaide

Time	Topic	Speaker	You know them from	Venue
9-9.25	The Opportunity <ul style="list-style-type: none"> Welcome How to HE FEST 	Tim Winkler	Future Campus / Twig Marketing	Bradley Forum
9.25-9.50	Keynote: <i>New Ways to Engage</i> – capitalising on being human	Professor Raj Shekhawat	Dean of Research and Professor of Audiology, Flinders University	Bradley Forum
9.50-10.30	Creating the future - Insights from creating Australia's newest university	Sarah Cutbush Ben Grindlay	CMOs of UniSA and the University of Adelaide	Bradley Forum
10.30-10.40	A new network for Marketing, Communications and Recruitment leaders	Justin Laing	University of the Sunshine Coast	Bradley Forum
10.40 - 11	Morning tea - Bradley Forum Foyer			
11-11.40	A: Cut through - what works in HE comms (and what doesn't) panel discussion looking at the practicalities of effective communication and the enduring value of human spontaneity and voice in an increasingly AI-saturated world	Stephen Matchett Karen Ashford Lou Morrissey Xavier Amouroux	Leading HE journalists from Future Campus Head of Media and Reputation, Flinders University Director, Communications and Engagement, Uni of Newcastle Executive Director of Marketing and Communication at QUT	Bradley Forum
	B: May you live in Interesting Times – Challenges for the sector, with insights on key pressure points and opportunities	Ant Bagshaw	Executive Director of the ATN	Allan Scott Auditorium
11.40-12.40	Keynote – Ahead of the Curve	Professor Rufus Black	Vice-Chancellor and President, UTAS	Bradley Forum
1240-1.30	Lunch - Bradley Forum Foyer			

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1.30-2.30	A seamless sector? Accord implications for TAFE and HE	David Coltman	CEO of TAFESA	Bradley Forum
2.30-3.15	A: The place of AI in university – panel discussion on applications of AI beyond teaching and learning	Eddie Major Ray Fleming Michael Burgess	AI Coordinator for Learning and Teaching, University of Adelaide Chief Education Officer at InnovateGPT and former Google and Microsoft executive CEO, Future Now Consulting	Bradley Forum
	B: Pathways to Change – insights into UoN pathway programs that have caught the eye of the PM and Education Minister	Lou Morrissey	Director, Communications and Engagement, Uni of Newcastle	Allan Scott Auditorium
3.15-3.30	Afternoon tea - Bradley Forum Foyer			
3.30-4.15	A: Impacts of Federal Policy on domestic and international student enrolments as a result of changes in Federal policy.	Professor Andrew Norton	National leader in higher education policy and ANU Professor in the Practice of Higher Education	Bradley Forum
	B: Beyond Policing Cheating - Considerations of AI use across your uni	A/ Prof Michael Cowling Professor Merlin Crossley	AI and technology application expert and Associate Professor of Engineering & Technology at CQU	Allan Scott Auditorium
4.15-5	A: The future of the student experience - and what that means for universities.	Professor Merlin Crossley	Deputy Vice-Chancellor (Academic Quality) of UNSW	Bradley Forum
	B: The Tipping Point – at a time of radical change in the sector, how can we get to know students well enough to get better recruitment and retention results?	Mark Sampson	CEO at Cenote Solutions	Allan Scott Auditorium
5-6.30	Free time			
6.30-9	Dinner and awards			

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Friday 13 September - Conference Schedule

Time	Topic	Speaker	You know them from	
9:00-9.05am	Welcome, program outline	Stephen Matchett		Bradley Forum
9.05-9.35	Authenticity in an AI world. In a world where an increasing amount of content is AI generated, there is diminishing trust in some forms of content. How do HE institutions build trust in genuine human-driven content?	Chamalee Karunanayake	Head of Customer Success at Student Garden	Bradley Forum
9.35-10.05	The AI Opportunity - How Education brands can win in the fast-emerging category of (Gen)AI	Franzi Pranke	Senior Account Director – Marketing Solutions – LinkedIn – a nationally-recognised leader in social media application and trends	Bradley Forum
10.05-10.35	Fresh insights - into the life and preferences of year 12's that you need to consider this year	Kim Paino	UAC Chief Strategy and Engagement Officer	Bradley Forum
10.35-10.50	Morning tea – Bradley Forum Foyer			
10.50-11.30	A: New Drivers - Insights into the changing face of domestic demand	Xavier Amouroux	Executive Director of Marketing and Communication at QUT	Bradley Forum
	B: Brand and CX - where to next?	Bev Bury	Flinders University CMO	Case Study Room H6-03
11.30-12.15	The business of university identity – challenges and opportunities	Eric Knight	Executive Dean, Macquarie Business School and Professor of Strategic Management / incoming DVC (People and Operations) Macquarie University	Bradley Forum
1215-1.00	Lunch - Bradley Forum Foyer			

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1.00-3	Pitch to Australia – time for a new narrative – Professor George Williams in conversation – why we need to reinvent the way we engage	George Williams Tim Winkler Professor Maree Meredith	Vice-Chancellor, Western Sydney University	Bradley Forum
	Pitch to Australia - Storytelling, identity and results – Where we have come from, how storytelling, identity and results need to change and the key ingredients required to pitch tertiary education to Australia. This workshop will explore the identity of institutions and the sector as a whole, looking at how we could better engage and persuade.	Rory McLean	Award-winning Creative Director at Adrian William Pro Vice-Chancellor (Indigenous), University of Canberra	Bradley Forum
3 -3.30	Afternoon tea - Bradley Forum Foyer			
330-4.30	The future of HE - The future of higher education in a world where gen AI is ubiquitous	Ray Fleming	Chief Education Officer at InnovateGPT and former Google and Microsoft executive	Bradley Forum
4.30	Conference close			

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