

09 March 2021 | Online

20/20 Hindsight 2021 Vision **Speakers**



#BSMEVISION21

Hindsight 20/20 | 2021 Vision

**05 - 06 February
Online**



Mark Leppard MBE

BSME Chair

Mark is Headmaster at The British School Al Khubairat and BSME Chair. Mark has served on the BSME Executive Committee for more than 10 years. Mark drives BSME's ethos, 'for the members, by the members', and is vested in the lifelong learning of all school staff.



Nalini Cook

Head of Research - Europe, Middle East and Africa, ISC Research

Nalini Cook will share global, regional and BSME focused market intelligence and data on international schools. This brief overview of current market trends will provide context for your school operations and enable you to better understand your position within the wider market.



Lord Jim Knight

Chief Education Adviser, Tes

Jim Knight works in education, digital technology and as a legislator. He is Chief Education Adviser at Tes Global, advising on key strategic partnerships. He founded Tes Institute in 2014, which is now the fifth largest qualifier of teachers in England; he has also managed Tes Resources, a global teacher community of 13.5 million users. As UK government minister his portfolios included rural affairs, schools, digital and employment; he was a member of the Cabinet 2009-2010, before joining the Lords in 2010. He is Honorary President of COBIS, on the Global Advisory Council for BETT, Chair of Whole Education, and advises the London School of Commerce.

Keynote 1

Insights into the Educational Landscape - Current Concerns and Crystal Ball Gazing

Lord Jim Knight will brief delegates about current issues and future developments in education which may interest or impact British international schools, from the examinations discussions and higher education to accreditation and recruitment. Lord Jim will also make a few calculated predictions about the future of education.

Roundtable Discussion 1

Beyond Recruitment and Retention - Honing the Role of the HR Manager

This roundtable discussion will focus on the role of HR managers with varied inputs which include expertise from the corporate world, best practice in British international school HR departments, the voice of the candidate in the recruitment process, the importance of tracking vaccinations, and the financial stability of expats in their home countries whilst working in the region.



Munir Mamujee (Chair)

Director, m2r Education

m2r Education is a multi award winning international education services provider based in West Yorkshire and the current Department for International Trade Export Champion. Munir works with a number of BSME schools and due to COVID-19, has successfully pivoted his business to not only continue to offer recruitment services but also now provides online learning and digital EAL solutions across the globe.



Waheeda Sulliman

HR Manager, Park House English School

Global HR Professional with +22 years demonstrated experience across several industries including Financial Services Sector, Public Relations, International NGO, Oil and Gas, Healthcare and more recently Education. Skilled in Organisational Development, HR Advisory to Executive Leadership, HR Operations coupled with technical expertise within multi national environment. Currently registered as Chartered HR Professional with the South African Board for People Practices and a member of International Society for Female Professionals. Aspiring businesswoman and entrepreneur.



Bill Turner

Senior Associate, Search Associates

Bill Turner has led British Curriculum and IB schools in Dubai (Kings' School Al Barsha and GEMS World Academy) and Qatar (Al Khor International School). Since 2016 he has been a senior associate for Search Associates, supporting teachers and schools in the region, and globally, in their recruitment needs. He runs the Middle East office with his wife Alison, who herself led schools in England, Bangkok and Dubai (Kings' School Dubai and GEMS Wellington International School Dubai).

Roundtable Discussion 1



Ash Pugh

CEO and Founder, SkoolSpot

Ash is the founder and CEO of the teacher onboarding and training company SkoolSpot. He has led recruitment projects around the world, including the largest in recent history – 6,000 teachers to UAE schools. SkoolSpot has also worked with over 50 international schools to develop the International Teacher Competency Framework. Ash is a commissioner with the Middle States Association of Schools (MSA) and is a member of the International Task Force on Child Protection and author of 'Recommend Recruitment Practices for International Schools'.



Craig Blyth

Director, Warwick Mann International

As a Director of Warwick Mann International Insurance Brokers for 20 years, Craig has been advising and assisting international schools and teachers all over the world on all areas of personal financial planning. Specialising exclusively with international teachers, and based in the region, he is responsible for overseeing a small team of UK qualified advisors who visit schools to provide free, impartial advice to expatriate staff, as well as assisting schools with advice on their employee benefits.



Salma Darwazeh

Senior Operations Officer, Whitireia and WelTec - Auckland Campus

Over the last 25 years, Salma has acquired extensive operational management and leadership experience in the education sector. Throughout her career, working in international organisations in New Zealand, Saudi Arabia, the UAE and Oman. At British School Muscat, Salma developed systems and procedures to ensure a synchronized flow of communication amongst all stakeholders which bolstered the HR function of her school.

Roundtable Discussion 2

Capitalising on Technology in COVID-19 - Approaches for Bursars and Business Managers

This roundtable discussion will explore the power of technology to improve the role of Business Managers and Bursars and offer solutions to British international schools as they navigate COVID-19 and beyond. Speakers will contribute valuable intel to cover approaches to learning and assessment, as well as planning activities outside the classroom and safeguarding the school's finances.



Tracie Darke (Chair)

Bursar, The British International School, Al Khobar

I am the Bursar for BISAK in Saudi Arabia, a Fellow of both the Institute of School Business Leaders and the Chartered Institute of Management. I see the role of Bursar as a profession that I am proud to belong to. I enjoy the ever changing roles and requirements, and the assistance we can give to our Senior Leadership Teams and other staff.



Paul Elsom

International Sales Manager, CHQ Group

Paul Elsom has been in strategic roles in the software industry for over 20 years. CHQ's software platform manages school life outside the classroom in over 40 countries worldwide. The modular software platform includes seven modules: extra-curricular activities, sports fixtures, after-school care, parent-teacher meetings, community memberships, payment processing and most recently, bus transport. Paul will share ideas around the management of transport to and from school and holding parent-teacher meetings virtually during COVID-19.



Sachin Mishra

CEO and Founder, Project SL

Sachin, co-founder of the world's first subject agnostic learning lifecycle management system, Focus Project, is an MBA from SDA Bocconi School of Management and also has an engineering degree in Electronics. Sachin has 10+ years of experience in Data Driven Strategy Design, Product Management and Technology as a Consultant and Entrepreneur. While Sachin believes that integrating technology with education helps in enhancing learning experience, he also believes that technology cannot replace the human touch that every child needs and hence technology should always act as a guide, assistant, aide and advisor.

Roundtable Discussion 2



Paul Phillips

Senior Education Consultant for Edval, part of Tes Global

Paul is an experienced senior leader, including headteacher of 4 London Secondary schools, and a career of 34 years as a teacher. He is also a “Specialist Leader of Education” in curriculum design, ASCL Leadership Coach, “Talented Leader” graduate, consultant on timetabling to schools, and a member of a number of RSA curriculum research groups. Paul joined Edval Education as it was establishing a foothold in the UK schools market, and leads Product Specialist Business Development in the TES SaaS Team.



Chris Pomfret

iFinance Customer Account Manager, iSAMS

I specialise in billing and accounting, and have an accounting background both in practice and industry. My job entitles me to conduct demonstrations to new and existing iSAMS and iFinance clients as well as looking after existing clients - making sure all clients requests are listened to and this is also reflected within our roadmap and future developments.



Mike Mason

Bursar, The British School Al Khubairat

Michael is a former military officer who enjoyed a varied military career and went on to work with both Etihad and Emirates within their Learning and Development structure. He joined the Leadership Team at BSAK in June 2020 at the height of the first COVID wave. He brings a strong commercial and business acumen along with significant compliance experience from aviation.

Roundtable Discussion 3

Marketing and Admissions - What Works Well in our Brave New World

This roundtable discussion will focus on the wins in the world of marketing and admissions. Schools and business specialists will share best practice and future initiatives.



Russell Speirs (Chair)

CEO, RSAcademics

Russell is the CEO of RSAcademics, a company of more than 80 employees and associates, soon to be 20 years old, which each year helps 250+ schools around the world with leadership and management challenges. The company's services include the appointment and development of leaders, help with strategy, marketing and research, school improvement reviews and raising money from philanthropic donors. Russell began his marketing career at Unilever and then moved to Uppingham School in the UK as their first Marketing Director.



Jak Blackwood

Head of Sales, UK and Ireland, Finalsite

Jak joined the Finalsite team last year as Head of Sales, UK and Ireland having worked in independent school marketing over the last several years with previous posts including Bradfield College in Berkshire and Royal Hospital School in Suffolk. Jak has headed up multiple website launches personally all the way through research, procurement, launch and development giving him valuable expertise in educational marketing and communications strategy.



Luz Barrios

Marketing Manager, Hartland International School

Luz Barrios leads marketing at Hartland International School in Dubai, a school in its sixth year of operation. The school has increased their marketing efforts in the face of COVID-19 to good effect using a variety of strategies. Luz will share the impact of various approaches with colleagues.

Roundtable Discussion 3



Adrian Brown

Founder, My School Portal

Having retired from motorsport, Adrian went on to build a successful web development company taking an online travel business from a yearly turnover of £900,000 to a height of £60,000,000 in yearly bookings. Being fortunate to send both of his children to independent schools he was surprised at how difficult it was for current parents to access relevant information. Always up for a challenge, he created My School Portal, a dynamic parent engagement platform.



Nicola Meikle

Vice Principal - Teaching & Learning, Doha College

Nicola Meikle has a career in education that spans almost 20 years. She has a range of experiences in educational leadership and international education. She is currently an Vice Principal at Doha College, Qatar. Her teaching career has been diverse, spanning London, Birmingham, Japan and she is currently a Vice Principal for teaching and learning at Doha College, Qatar. Doha College is one of the leading British curriculum schools in Qatar, offering an outstanding education to students between the ages of 3 and 18. The College is a truly international community, operating on a not-for-profit basis and was the first school in the world to be accredited with the status of High Performance Learning (HPL) World Class Award School.



Naomi Murphy

Marketing Manager, Dubai Heights Academy

Naomi is a Masters in Marketing & Communications graduate with 10 years experience in the Middle East region. Having worked for some of the biggest names in the insurance industry, she made the switch to education along with her move to Dubai in 2017 when she joined Dubai Heights Academy. She believes that “One of the best ways to learn is from others” and she looks forward to this event.



Dr Louise Lambert

Director of Happiness and Wellbeing Programs @ HappinessMatters!

Dr. Louise Lambert, PhD, is a Registered Psychologist and professor with almost 20 years of experience in counselling, mental health, higher education and research, and primary healthcare. She has lived in the UAE for 10 years and conducts research in happiness and wellbeing. She is a leading expert in the delivery of Happiness and Wellbeing programs across the GCC and in Canada, with programs being used in organisations and schools. Kuwait's national Bareec positivity program and Dubai College's positive education program are examples. Dr. Lambert is also the founder and Editor-in-Chief of the Middle East Journal of Positive Psychology, a journal dedicated to happiness and wellbeing in the region.

Keynote 2

The Blur of 2020 - Taking Stock and Moving Forward

It would be an understatement to say that the last few months have been tough. For many, they have been a test of character and nerves. For others, this period has frayed relationships, squandered a good many nights' sleep, and created habits that are best overlooked for the time being (ahem!). Others still, have grown in ways that were unimaginable only months before. Using a little humour to make meaning of the year that was, we can take stock of how things went, how they changed for the better, and what's left to come. In short, we focus on some of the more positive realisations that have emerged; that is, people, work, and life, matter. Join in and be ready to share your best 'good riddance 2020' quotes!



David Harkin

CEO, 8billionideas

David Harkin is the CEO of the award-winning education company 8billionideas which exists to give every student the skills and belief to change the world. Since its formation (initially as 7billionideas), the team has worked with over 100,000 students around the world in 500 schools and has been recognised by TES and COBIS for its work. David is also proudly a 2x TED speaker and author. In 2020 he founded a movement known as #UnlockingEducation and recently held two fascinating webinar discussions hosted by the broadcasting legend, Alastair Stewart. At his core, David is a passionate educationalist who is extremely excited about the window of opportunity of change ahead of us.

Keynote 3

Unleashing the Intrapreneur in You!

In this keynote, David will be covering areas such as:

Passion and how it relates to careers

Innovation and Entrepreneurship

Mindset and Belief

Stream 1 Workshops



Kate Raison

Director, UK Study Options

Kate has worked in admissions and international student recruitment for Imperial College London, University of Birmingham and Cranfield University and has extensive, ‘insider’ knowledge of fee status assessment. As Director of UK Study Options, she has supported hundreds of families over the years with their personal fee status queries and provides free advice to schools who want specialist knowledge on this complex topic.

Stream 1 Workshop

Understanding UK University Fee Status | How to Raise your School's Profile through Outstanding Destination Statistics

Understanding how UK university fee status impacts your students can help you to:

Improve your destinations statistics;

Improve your student retention; AND

Increase confidence and reduce stress at application time.

Learn more about how universities assess student fee status and the criteria for Home fees.



Ash Pugh

CEO and Founder, SkoolSpot

Ash is the founder and CEO of the teacher onboarding and training company SkoolSpot. He has led recruitment projects around the world, including the largest in recent history – 6,000 teachers to UAE schools. Teacher recruitment and training is most impactful when connected to specific skills. So, in 2020 SkoolSpot worked with over 50 international schools around the world to develop the International Teacher Competency Framework. Ash is a commissioner with the Middle States Association of Schools (MSA) and is a member of the International Task Force on Child Protection where he was an author of the Recommend Recruitment Practices for International Schools. He holds an MBA from the Rotman School of Management, University of Toronto.

Stream 1 Workshop

International Teacher Competency Framework | Purpose, Application and Impact

Schools best deliver on their missions when they assemble and develop highly effective teams. This requires clearly identifying the necessary skills and competencies to deliver on strategic objectives and committing the organisation to their continuous development. The International Teacher Competency Framework enables mission-driven recruitment in international schools through a competency-based approach to hiring and team development.



Caroline Wood

Senior Consultant, RSAcademics

Caroline is a Senior Consultant in the Strategy, Marketing and Research team at RSAcademics; a company which each year helps 250+ schools around the world with leadership and management challenges. Caroline works worldwide with heads, governors and leadership teams sharing her practical contributions and strategic vision to help them thrive. Now based in Amsterdam, Caroline's extensive international strategic marketing and student recruitment experience is cemented by her career at BP, in both the UK and overseas and as a highly successful Director of Admissions and Marketing at one of the UK's leading co-ed boarding schools.

Stream 1 Workshop

Student Recruitment and Retention: Good practice for International Schools

Student recruitment and retaining student loyalty have long been key in our schools but have now emerged as crucial with many schools buffeted by significant demographic, societal, financial and competitive change. Looking for creative ways to bolster your enrolment marketing and achieve greater ROI has never been more important.

Stream 2 Workshops



Professor Deborah Eyre

Founder and Chair, High Performance Learning

Professor Deborah Eyre is the Founder and Chair at High Performance Learning (HPL). HPL is an innovative cognition-based style of education being adopted by schools across the world with a rapidly growing number of HPL accredited World Class Schools. Her interest is in systematically creating high performance for all. A highly respected global educational leader, academic researcher, writer and influencer, her advice is sought regularly by governments and educational foundations in the UK, Middle East, Asia and USA. Deborah is a Freeman of the City of London and has an attachment to St Hugh's College, Oxford University.

Stream 2 Workshop

Beyond the Classroom | Learning Behaviours for Outstanding Teams

Great organisations start with great teams. Teams who work well together, who respect each other's skills and are willing to forgive mistakes. But what thinking and behaviours make this possible? Explore the HPL success competencies currently being used in schools with students and see how those same competencies can help to build powerful and effective professional teams.



Sam Cowley

Head of Sales, Schrole Group

Originally from the UK and now based in Perth, Australia , Sam works with Schrole Develop, the Registered Training Organization arm of Schrole Group. As a 15-year recruitment veteran across multiple industries, Sam is passionate about helping schools to develop and upskill their teams.

Stream 2 Workshop

Professional Development Opportunities for Strategic and Operations Staff in Schools

Sam will lead colleagues in a discussion of how to select team members for relevant training and development, review who in your team may benefit from vocational and on-the-job training, and suggest ways to engage your staff in using real-world experiences to bring relevance to their own learning.



Angie Browne and Hannah Wilson

Leadership and Development Consultants, Diverse Educators

Angie is a former Headteacher and Trust leader and now works as a coach for women in leadership roles. Angie also runs a consulting business focused on supporting organisations with finding luminary approaches to diversity, equity and inclusion.

Hannah is a former headteacher. She currently works independently as a Leadership Development Consultant and Trainer. She is also an accredited resilient leadership coach. She co-founded #WomenEd and is the co-founder and Director of Diverse Educators. She is passionate about mental health and wellbeing, diversity, equity and inclusion.

Stream 2 Workshop

Diversity, Equity and Inclusion: Considerations for Policy and Practice in International Schools

Hannah and Angie have co-developed and co-facilitate the Diversity Equity and Inclusion Leadership Programme which a number of BSME school leaders are participating in. They will share their experience and expertise navigating the DEI agenda in schools to inform policy and practice.



Hayley Lamb

Education Coach, Positive Ewe

Positive Ewe Ltd was created from my passion for coaching. Seeing the benefits time and time again when coaching staff and students in my role as a headteacher motivated me to do more of what I love and believe in: Coaching! As an Educational Coach I support leaders, teachers and students to self-discover, gain insight and develop using structured and focused interaction, appropriate strategies, tools and techniques through both 1:1 and group sessions. I am truly passionate about coaching and how it can enable desirable and sustainable change by giving people the time and space to think.



Keynote 4

Coaching Cultures - Strengthen Relationships, Build Teams

An introduction to coaching discovering the impact and benefits along with a look at the environment for which coaching needs to flourish. All attendees will experience an immersive coaching experience along with some coaching tools to take away to use back at school with their teams.



Deniece Wheeler

BSME Partner Executive Representative, and Partnerships Manager – Middle East & Africa, Tes Global

As International Partnerships Manager for Tes Institute, the accredited teacher training arm of Tes, I support schools to enable their staff to become qualified teachers and develop and retain teachers with continuing professional development. I have been in the region for over twelve years, consulting with international schools across: education publishing, teacher recruitment, teacher training and special educational needs provision. I am proud to have had the opportunity to serve the partner membership on the BSME Executive Committee for the last two years.



Olivia Roth

BSME CEO

Olivia Roth has led BSME as CEO since 2016. A teacher, school leader, consultant, education adviser and schools inspector, she has enhanced the organisation's professional learning programme to ensure career progression for all school staff; this inaugural conference reflects BSME's commitment to this goal.

Closing

Reflections, Q & A and Next Steps

Deniece and Olivia will prompt colleagues to reflect on their learning and plan the route to sharing what we have learnt with our colleagues back in school. We will discuss next steps, through a focused Q & A, to gauge how BSME continues to support networks for Support Staff.