

OFFICIAL PROGRAMME

THE BUSINESS OF SCHOOLS CONFERENCE

Saturday, 9th November 2024

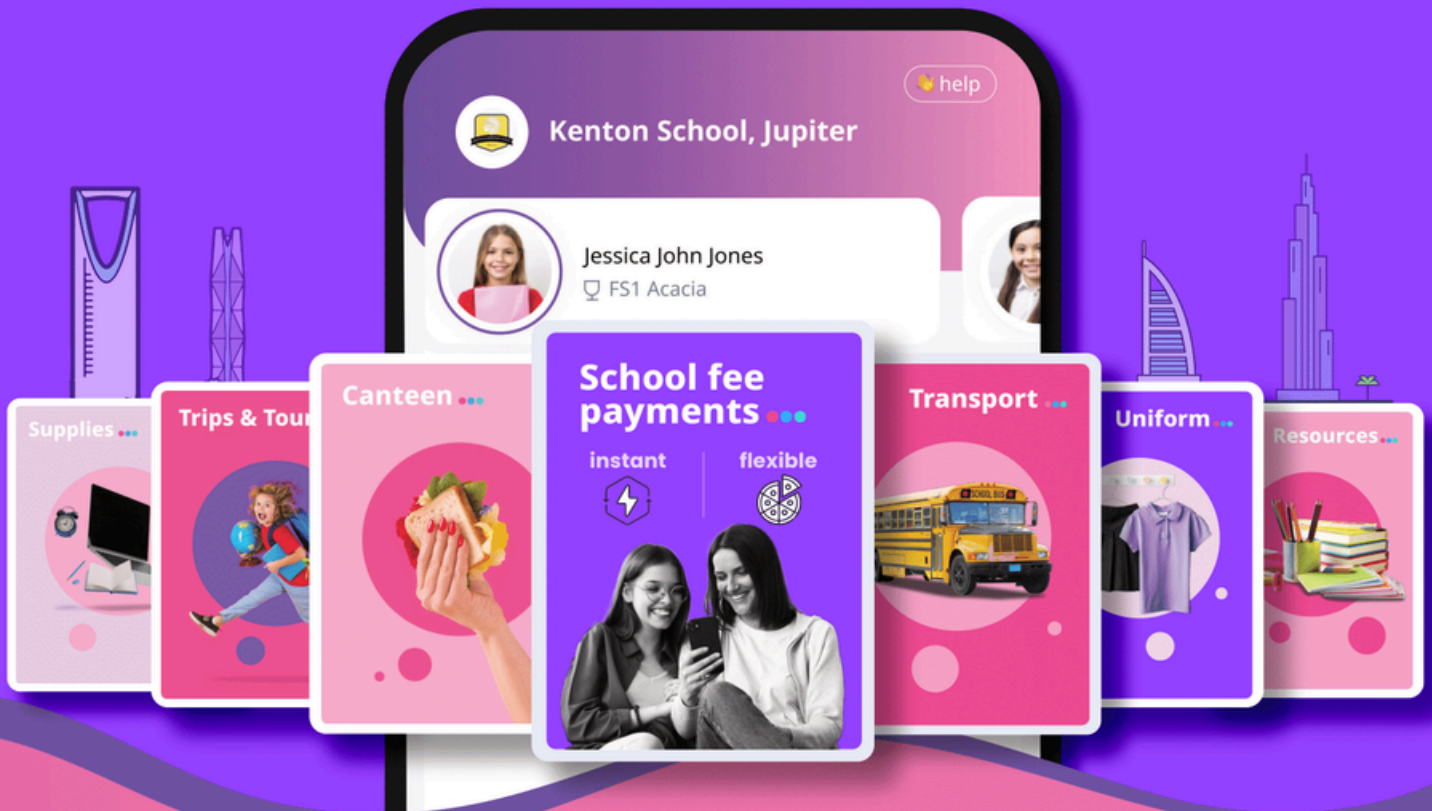
Dubai Heights Academy, Dubai, UAE

zenda...

CONFERENCE SPONSOR

zenda

Single stop for all school payments



ANNUAL
SCHOOL FEES **\$1.2Bn+**

USERS SERVED
GLOBALLY **100k+**

APP/PLAY
STORE RATING **4.8**



**Payment
flexibility**



**Better
control**



**One-stop
convenience**

Available on the
App Store

ANDROID APP ON
Google Play

To learn more, please reach out to us on:
sales@zenda.com or +971 55 217 8672

GCC's #1 Financial Technology Partner to International Schools

08:30 - 09:00 Registration, Exhibition and Networking

09:00 - 09:15 Opening Remarks
[Debra Forsyth](#), CEO, BSME
[Rob Hitchings](#), Vice Principal, Dubai Heights Academy

09:15 - 10:00 Session One | Keynote One: Schools as Businesses - The Challenges and the Possibilities
[Mark Steed](#), Consultant, Steed Education

10:00 - 10:45 Session Two: Workshops
Please select one of the following sessions to attend

Workshop One: Measuring Your School's Efficiency to keep your Teaching Costs Down
[Mark Steed](#), Consultant, Steed Education **ROOM 1**

Workshop Two: School Building and Renovation Projects: Lessons We Can Learn
[Helen Olds](#), Director of Schools, British International School Riyadh Group **ROOM 2**

Workshop Three: Strategies for Safer Recruitment in BSME Schools
[Fiona Cottam](#), Principal, Hartland International School **ROOM 3**

10:45 - 11:15 Morning Break: Exhibition and Networking

11:15 - 11:45 Session Three | Keynote Two: Data and Intelligence for International School Decision Making
[Rachel Rogers](#), Head of Sales, ISC Research

11:45 - 12:30

Session Four: Workshops

Please select one of the following sessions to attend

Workshop Four: Digital Governance in the Age of AI and Cyberattacks

[Mark Steed](#), Consultant, Steed Education

ROOM 1

Workshop Five: Designing Learning: Merging Architecture with Education Strategy

[Dee Saran](#), Deputy Head - Learning & Teaching, Dubai College

ROOM 2

Workshop Six: The Future of School Payments: Simplified, Seamless, Smart

Haseeb Ahmed and Raman Thiagarajan, Zenda

ROOM 3

12:30 - 13:15

Lunch: Exhibition and Networking

13:15 - 14:00

Session Five: Workshops

Please select one of the following sessions to attend

Workshop Seven: Is Good Leadership Innate or can it be Learned?

[David Lish](#), Chief Operating Officer, Doha College

ROOM 1

Workshop Eight: Data Protection in Education

[Andrew Fawcett](#), Partner, Al Tamimi & Co

ROOM 2

Workshop Nine: Creating a Positive Culture Around Nationalisation

Helen Olds, Director of Schools, British International School Riyadh Group

[Susan Varghese](#), HR Director, Dubai Heights Academy

[Shaikha Al Mutaiwei](#), Emirati Ambassador, Dubai Heights Academy

[Shorouk Al Redha](#), Chief People Officer, Aldar Education

[Dr. Tiffany Lachelle Smith](#), Assistant Professor, University of Birmingham Dubai

ROOM 3

14:00 - 14:45

Session Six | Keynote Three: Dealing with the Unexpected

[David Lish](#), Chief Operating Officer, Doha College

14:45 - 15:00

Closing Remarks



Strengthening Schools Serving Students



www.bsme.org.uk



www.facebook.com/bsmeorg



British Schools in the Middle East



@BSMEorg



@BSMEorg