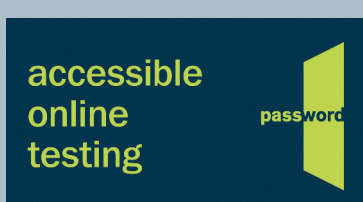


To join **BAISIS**

To join **BSA**

Sponsored by



# International Conference

Supporting international students in independent schools:  
recruitment, retention, support and success

Tuesday, March **08**, 2022

09:00 – 17:00

**Audience:**

SMT/SLT, Marketing, Admissions, EAL staff, Agents, Guardians

**Cost:**

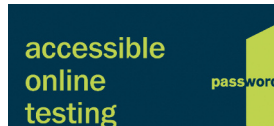
Member (BSA/BAISIS/Sacpa/Hieda) - £185

Member additional attendee  
(BSA/BAISIS/Sacpa/Hieda) - £95

Non-member - £370



# International Conference



Tuesday, March 08, 2022

**SESSION 1** 09:00 – 09:45 **Welcome**

- Caroline Nixon, International Director, BSA Group and Director, BAISIS
- Sarah Bellotti, BAISIS Chair 2022 and Head, Mill Hill International

**Keynote**

- Simon Manley, The United Kingdom's Permanent Representative to the World Trade Organisation, United Nations and other international organisations

**SESSION 2** 09:45 – 10:45 **Learnings from the success of English medium schools abroad: how can we improve the UK boarding brand**

Chair: Sarah Bellotti, BAISIS Chair 2022 and Head, Mill Hill International

- Rhiannon Wilkinson, Head, Ashville College
- Dr Caroline Pascoe, Principal, The International School, Bangalore
- Mark Steed, Principal and CEO, Kellett School, The British International School in Hong Kong

*With the boom in recent years of English medium schools abroad, there is a lot that UK schools can learn from them with regard to the teaching and pastoral care of non-native speakers, as well as the marketing of UK education globally. Our panel have all led schools abroad as well as in the UK and are well placed to compare and contrast.*

10:45 – 11:00 **Break**

**SESSION 3A** 11:00 – 12:00 **The weekend schedule: retaining the student**

Chair: Stuart Higgins, Deputy Chair BAISIS, Head of International, Hereford Cathedral School

- Richard Walton, ex-Head EAL, St Clare's Oxford
- Catherine Stoker, Founder, The Independent Education Consultants
- Henrietta Lightwood, Group Director Marketing & Admissions, Dukes Education

*This session will discuss the overlap between classroom, house and admissions departments in successfully supporting and retaining international students. It will focus on the weekend as a time in boarding schools when academic and pastoral staff need to work together to create a holistic environment for boarders and look at the ways in which admissions staff can successfully hand over to boarding staff.*

**SESSION 3B** **Recruiting the community: the outlook for international student marketing and recruitment**

- Mark Jeynes, Director, Padworth College and Bishopstrow College
- Panel: Three educational agents from around the world

*This session will share and discuss the findings from up-to-the-minute BAISIS market research based on an extensive survey of international education agents, with a focus on the market outlook for the boarding sector. The panel will consider how the results could be interpreted and utilised in different settings, informing planning and practice for the future.*

**SESSION 4** 12:15 – 13:15 **Global communication in the classroom and beyond**

Chair: Caroline Nixon, International Director, BSA Group and Director, BAISIS

- John Zhang, Managing Director, Connexcel
- John Jones, Director of Innovation, Worcester Royal Grammar School

*This session will consider the importance of digital culture. Our two speakers will cover the use of technology in the classroom and also communicating with potential parents and agents. The second half of the session will focus on China, where normal social media cannot be used to access markets.*

13:15 – 14:00 **Lunch break**

**SESSION 5A** 14:00 – 15:00 **Visa and immigration headlines**

- Sabrina Kadi, In-House Legal Counsel, BSA Group

*This session will provide an update on visa and immigration headlines based on frequently asked questions by our members including recommendations for improved compliance with UKVI and best practice suggestions for a smooth visa application process.*

**SESSION 5B** **Biliteracy, translanguaging and metacognition: what schools need to know about language acquisition and why**

Chair – Ammy Davies-Potter, Director of Guardianship and Inclusion, BSA Group

- Dr Helen Wood, Head of School Partnerships, Password English Language Testing

*There is a large body of research proving that developing metacognitive strategies is the cheapest and most effective way of boosting learning. So why are so many teachers against EAL learners using their ability to negotiate meaning using two or more languages? This talk investigates why schools following the English national curriculum are now trying to catch up with more internationally-minded approaches to language acquisition and suggests practical routes to addressing the issues raised.*

**SESSION 6** 15:15 – 16:00 **Schools and Universities working together: a new approach to support and success for UKI students**

Chair: Pat Moores, Director and Co-Founder, UK Education Guide

- Laura Drinkwater, Enquiries Manager, University of Exeter
- Jess Heaney, Senior Student Recruitment Officer- UK based international students, University of Sheffield
- Gareth Collier, Principal, Cardiff Sixth Form College

*The UKI Forum comprises BSA, BAISIS, UEG and the Universities of Exeter and Sheffield. A recent UKI Forum survey of international students in UK boarding schools showed a high level of concern about transitioning to university. What more can schools and universities do in terms of academic, linguistic and cultural support of international students generally and particularly of UKI students (international students at school in the UK)?*

**SESSION 7** 16:00 – 17:00 **Support for success: international students in the classroom, the boarding house and beyond**

Chair: Caroline Nixon, International Director, BSA Group and Director, BAISIS

- Rebecca Tear, Head, Badminton School
- Lorraine Atkins, Principal, Padworth College
- Jeremy Quartermain, Headmaster, Rossall School

*Our panel of experienced Heads share their thoughts on the whole picture for internationalism. Recruitment, retention, support and success within boarding schools and beyond, touching also on universities, careers and the future.*

17:00 **Conference close**







**Caroline Nixon**  
International Director,  
BSA Group and Director,  
BAISIS



**Sarah Bellotti**  
BAISIS Chair 2022  
and Head, Mill Hill  
International



**Simon Manley**  
The United Kingdom's  
Permanent  
Representative to the  
World Trade  
Organisation,  
United Nations and  
other international  
organisations



**Rhiannon Wilkinson**  
Head,  
Ashville College



**Dr Caroline Pascoe**  
Principal,  
The International  
School, Bangalore



**Mark Steed**  
Principal and CEO,  
Kellett School,  
The British international  
School in Hong Kong



**Stuart Higgins**  
Deputy Chair BAISIS,  
Head of International,  
Hereford Cathedral  
School



**Richard Walton**  
Ex-Head EAL,  
St Clare's Oxford



**Catherine Stoker**  
Founder,  
The Independent  
Education Consultants



**Henrietta Lightwood**  
Group Director,  
Marketing & Admissions,  
Dukes Education



**Mark Jeynes**  
Director,  
Padworth and  
Bishopstrow College



**John Jones**  
Director of Innovation,  
Worcester Royal  
Grammar School



**John Zhang**  
Managing Director,  
Connexcel



**Sabrina Kadi**  
In-House Legal Counsel,  
BSA Group



**Ammy Davies-Potter**  
Director of Guardianship  
and Inclusion,  
BSA Group



**Dr Helen Wood**  
Head of School  
Partnerships, Password  
English Language Testing



**Pat Moores**  
Director and  
Co-Founder,  
UK Education Guide



**Laura Drinkwater**  
Enquiries Manager,  
University of Exeter



**Jess Heaney**  
Senior Student  
Recruitment Officer- UK  
based international  
students, University of  
Sheffield



**Gareth Collier**  
Principal,  
Cardiff Sixth  
Form College



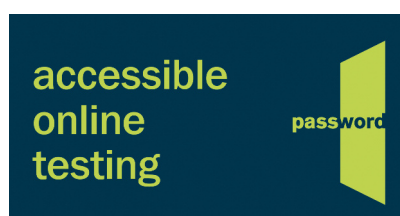
**Rebecca Tear**  
Head,  
Badminton School



**Lorraine Atkins**  
Principal,  
Padworth College



**Jeremy Quartermain**  
Headmaster,  
Rossall School



First Floor, 27 Queen Anne's Gate  
London, UK, SW1H 9BU  
+44 (0)20 7798 1580  
bsa@boarding.org.uk

To join **BAISIS**

To join **BSA**

[www.boarding.org.uk](http://www.boarding.org.uk)