

# SUMS Consulting Annual Conference

## Beyond Efficiency

24 November 2017  
Woburn House Conference Centre  
20-24 Tavistock Square, London WC1H 9HQ



<b>10:00 – 10:30</b>	<b>Registration and Coffee</b>
<b>10:30 – 10:45</b>	<b>Welcome and SUMS Update</b> Bernarde Hyde, Managing Consultant and CEO, SUMS Consulting
<b>10:45 – 11:30</b>	<b>The Future of Universities in Post-Truth, Post-Brexit World</b> Joel Arber, Pro Vice-Chancellor (External Relations) University of Central Lancashire Universities have become popular punch-bags in recent months. As the political parties adapt to the powerful new reality of a mobilised student vote, the sector has been vilified as remoaners-in-chief led by out of touch vice-chancellors defending their exorbitant salaries and antiquated perks. To continue to be relevant and financially sustainable, Higher Education is in need of an overhaul – both of its practices and its image. The session explores how lessons learned from the commercial sector could help us create a brighter future for universities.
<b>11:30 – 12:00</b>	<b>Gazing into the Crystal Ball: Future Trends for the HE Sector</b> Claire Taylor, Principal Consultant, SUMS Consulting While change is the new constant, the HE sector has experienced unprecedented amounts in recent months with issues like Brexit, the subsequent brain drain, new market providers and the globalisation of HE all playing major roles. In this session, Claire will give delegates a first look at the results of SUMS’ Future of HE Survey - a broad survey using new crowdsourcing software to gain insights into trends in HE, their likely impacts and the actions we can take to exploit or mitigate them.
<b>12:00 – 13:00</b>	<i>Lunch</i>
<b>13:00 – 14:00</b>	<b>Student Journey Mapping and Personas</b> George Robey, Oracle Delivering an exceptional student experience is one of the most complex challenges a University faces. How do you create a culture where the interactions between a diverse population of students and staff are positive and progressive? This interactive taster session will provide an insight into experience mapping tools that will help you focus on the moments that matter and how you can best design those to meet student needs and expectations.

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**SUMS**  
Consulting

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universities,  
owned by  
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<b>14:00 – 15:00</b>	<b>Harnessing Insight to Drive Growth</b> <i>Louise Bevan, Head of Business Intelligence, Vodafone</i> Business intelligence is essential; for growth and competitive advantage, for good decision-making. Louise will share with listeners the approach Vodafone adopts, illustrating her talk with examples of how BI has shaped strategy and delivered real benefits beyond efficiencies.
<b>15:00</b>	<b>Close</b> <i>David Becker, Principal Consultant, SUMS Consulting</i>