

“Working towards a brighter future”

32nd Annual Businet Conference Programme

7th to 10th November 2018

**Wednesday 7th November**

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| **Time** | **Activity** | **Room** |
| 13.15 – 15.00 | **Newcomers Introduction**  An introduction to Businet for new members and guests.  Led by the Businet Board;  Jean-Michel Gregoire, Agnes Dillien, Anja Nagel, Jantien Belt and David Taylor | Las Vegas |
| 15.15 -17.15 | **International Relations Managers Working Group**  Facilitated by Ria Slingerland  Rotterdam University of Applied Sciences | Las Vegas |
| 5 departures at  15.00  15.15  15.30  15.45  16.00 | **Introduction to Tallinn – optional tours**  *Five "introduction to the city" tours will start from the Hilton Hotel to provide delegates with the opportunity to discover the Medieval city of Tallinn. Delegates will explore the city and gain an insight into general historic and cultural information of the capital city of Estonia, Tallinn, before returning to the hotel.*  *(duration 1 hr 30 minutes)*  *Please note that the number of places available on each walk is limited, so we request that participants register for the walk of their choice at the Businet conference desk in the hotel foyer.* | Reception |
|  | **Official Conference Opening** |  |
| 18.30 | **Welcome and Global Aperitif**  *Delegates are asked to bring delicacies from their region / country in order to share with fellow delegates. An appropriate table for each country represented will be made available. The room for the Global Aperitif can be accessed at 18.00 for the set up of contributions to this event.* | Conference Foyer Area |
| 20.15 | **Dinner**  *A buffet with an Estonian flavour to welcome you to Tallinn*  *Close 22.30* | Ballroom |

**Thursday 8th November**

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| 08.45 | **Assemble in Main Conference Room** | Ballroom |
| 08.50 | **Welcome to the 32nd Annual Businet Conference**  ***Jean-Michel Grégoire***- Businet President | Ballroom |
| 09.00 | **Keynote Address:**  **Mark Nicoll**  Director of International, Strategic and International Partnerships, De Montfort University, Leicester, UK  **‘Recruiting across borders – a case study’**  Introduced by *Jean-Michel Grégoire -* Businet President | Ballroom |
| 09.45 | **Keynote Address:**  **Märt Aro** Co-Founder, DreamApply Co-Founder, Nordic EdTech Forum "N8" Co-Founder, European EdTech Associations Alliance  **‘The good, the bad and the ugly truth about innovation in education’**  Introduced by *David Taylor -* Businet General Manager  The session incorporates  **‘The Nordic Village Education innovators to introduce educational products’** | Ballroom |
| 10.30 | **Introduction to Workshop Sessions**  *David Taylor -* Businet General Manager | Ballroom |
| 10.40 | **Coffee, tea and fresh juices**  **Nordic Village presenters will be present to discuss their products** |  |
| 11.10 - 12.05 | **Workshop Sessions: Best Practice in Businet** |  |
|  | **Dream Apply (extended session 11.10 to 12.30)**  Introducing the Dream Apply Product |  |
|  | To be advised |  |

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|  | ***Mark Nicoll***  Director of International, Strategic and International Partnerships, De Montfort University, Leicester, UK  **‘The latest UK perspective on the impact of Brexit on UK / EU’** |  |
|  | ***Roelijn Kok*** and ***Rob Maat***  Windesheim University of Applied Sciences  **‘Ready, set, g(r)o(w)!** |  |
|  | **To be advised** |  |
|  | **To be advised** |  |
| 12.05 – 13.05 | **Finger Buffet** | Foyer |
| 13.05 – 13.55 | **Workshop Sessions: Best Practice in Businet** |  |
|  | To be advised |  |
|  | ***Tiina Garcia***  Satakunta University of Applied Sciences  **‘License to learn by working- studyfying work’** |  |
|  | ***Marco Mosselman***and***Donald Ropes***  Inholland University of Applied Sciences  **‘Learning to Innovate Towards a Circular Economy’** |  |
|  | ***Gamze Karayaz***  ISIK University  **‘KA2 project on consumer awareness’** |  |
|  | ***Barbara Brooijmans***  Haute École EPHEC University College  **‘Implementing portfolios - a personal tool for building up skills – essential in universities?’** |  |
|  | **‘**‘**ENDIGICOM ‐Enhanced Digital Competencies for Business Usage’**  A EU funded project of Businet members and Social Media experts creating an international curriculum for Social Media. Session introduced and chaired by the Businet representative on the project **Griet Barrezeele** and the **EnDigiCom**‐Team |  |
| 14.00 – 17.00 | **Working Group Activities:** |  |
|  | **Health** |  |
|  | **Communication** |  |
|  | **Information and Computer Technology** |  |
|  | **Business** Law |  |
|  | **HEDMINT –** Marketing and International Trade  14.00 to 16.00 Marketing Meeting  16.00 to 17.30 Logistics Meeting  16.00 to 17.30 Trade Mission Meetings |  |
|  | **Tourism** |  |
|  | **Interdisciplinary Competencies** |  |
|  | **Coffee, tea and fresh juice will be made available during the afternoon** |  |
| 18.50 | **Meet at Reception**  We will meet and walk as a group to the restaurant for the evening. It will be a 30 minute walk. If you prefer to take a taxi please notify the conference desk before 17.00 and arrangements will be made. | Reception |
| 19.30 | **Dinner at the "House of the Blackheads"**  The guildhall of the Brotherhood of Blackheads is unique. It is located in the heart of the old town and is one of the few remaining renaissance buildings in Tallinn.  Delegates can leave when they wish and make their own way back to their accommodation |  |

**Friday 9th November**

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| 08.50 | **Assemble in the Conference Room**  **Welcome and Introduction to today’s programme**  *David Taylor* – Businet General Manager | Ballroom |
| 09.50 – 09.35 | **Keynote Address:**  ***Jos Beelen***  The Hague University of Applied Sciences  **‘Rethinking the international dimension of your study programme(s)’**  Introduced by *David Taylor -Businet General Manager* | Ballroom |
| 09.35 – 10.10 | **Keynote Address:**  ***Natasa Ritonija***  DOBA Faculty for Applied Business and Social Studies  **Exploring key elements of internationalisation**  Introduced by *Agnes Dillien* - Businet Board Member | Ballroom |
| 10.10 – 10.45 | **Keynote Address:**  ***Jasna Suhadolc***  Managing Director of VirtuaPR  **‘Effective Use of Digital Marketing in Education**  **Introducing Zoom’**  Introduced by *Anja Nagel -* Businet Board Member | Ballroom |
| 10.45 – 10.55 | **Announcements Davi** | Ballroom |
| 11.00 – 11.30 | **Coffee, tea and fresh juice** |  |
| 11.30 – 12.15 | **AGM including Election of Officers**  Moderated by Jean-Michel Grégoire Businet President and *David Taylor–* Businet General Manager | Ballroom |
| 12.15 – 13.15 | **Workshop Sessions: Best Practice in Businet** |  |
|  | ***Rob de With***  ATWORKSOLUTIONS  **‘Update on Game ShowYourTrueColours’** |  |
|  | ***Sari Horn***  Lathi University of Applied Sciences,  **‘Innovation and Design’** |  |
|  | ***Jean-Pierre Segers***  Dean, PXL Business  **Véronique Huybrechts**  Deputy director  Adjunct-directeur, PCVO Limburg, PXL Campus  **‘Work based Learning in Level 5 (Associate Degree)’** |  |
|  | ‘**ENDIGICOM ‐Enhanced Digital Competencies for Business Usage’**  A EU funded project of Businet members and Social Media experts creating an international curriculum for Social Media. Session introduced and chaired by the Businet representative on the project **Griet Barrezeele** and the **EnDigiCom**‐Team |  |
|  | **To be advised** |  |
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| 13.15 – 14.15 | **Working Lunch (Buffet)** | Foyer |
| 14.15 – 16.15 | **Special Interest Groups** |  |
|  | **Private Institute Forum** |  |
|  | **Entrepreneurship** |  |
|  | **Internationalisation at Home** |  |
|  | **Research Group** |  |
|  | **Interdisciplinary Group** |  |
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| 16.15 – 16.30 | **Coffee, tea and fresh juices will be served**  Coffee can be taken to the conference feedback session |  |
| 16.30 – 17.15 | **Conference Feedback Session** | Ballroom |
| 17.15 | **Meeting Close** | Ballroom |
| 19.00  19.30 | Pre-Gala Dinner - photographs in the foyer area. Group and Individual photograph opportunities.  **Pre-Gala Dinner Reception**  Sponsored by **ESA International** | Foyer |
| 20.15 | **Gala Dinner** | Ballroom |

**Saturday 10th November**

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| 08.30 | **Departure for Social Day** | Reception |
| 18.15  (approx.) | **Arrival back at the hotel** |  |