

“Moving on together”

35th Annual Businet Conference Programme

9th to 11th November 2022

Wednesday 9th November 2022

Time	Activity	Room
	<p>Pre Conference Tours</p> <p>A series of 2 hour walking tours to introduce and explore the old town of Mainz and Mainz cathedral have been organised for delegates wishing to participate. The tour will take you through the historic old town with its half-timbered properties. The tours are spread over the day to allow as many delegates as possible to attend. There are 25 places available on each tour.</p> <p>The tours depart at the times below from the reception area of the Hilton Hotel and you must register at the conference desk to participate.</p> <p>11.00 13.30 15.00 15.30 16.00</p>	
13.30 - 15.15	<p>Newcomers Introduction</p> <p>An introduction to Businet for new members and guests. Led by the Businet Board: Agnes Dillien, Ria Slingerland, Yvonne Farrand, Nico Nijsten and David Taylor</p>	Goldsaal A and B
15.30 - 17.30	<p>International Relations Managers Working Group</p> <p>Facilitated by Ria Slingerland, Isinsu Atalay Carina Webermann and Sabine Sachs</p>	Goldsaal A and B

	Official Conference Opening	
18.30	Global Aperitif and Welcome Informal welcome and conference opening	Foyer
20.15	Dinner A buffet with a German flavour to welcome you to Mainz. Close 23.30	Goldsaal

Thursday 10th November 2022

08.35	Assemble in Main Conference Room	Goldsaal
08.40	Welcome to the 35th Annual Businet Conference Agnes Dillien - Businet President	
09.00 - 09.35	Keynote Address: Carita Prokki Tampere University of Applied Sciences "Courageous enough" – The future of Higher Education	Goldsaal
09.35 - 10.10	Keynote Address: Maud Pols Learning Specialist Microsoft "The Great Hybrid Reshape"	Goldsaal
10.10 - 10.45	Keynote Address: Siela Ardjosemito-Jethoe, Avans University of Applied Sciences "Correcting the System"	Goldsaal
10.45 – 11.25	Networking Period Tea, Coffee and Fruit juice	Goldsaal Foyer and Foyer
11.25 - 12.15	Workshop Sessions: Best Practice in Businet Carita Prokki Tampere University of Applied Sciences The future of modern learning in the higher education sector	Goldsaal A and B

	<p>Deniss Ščeulovs and Niek Ploegman Riga Technical University and Rotterdam University of Applied Sciences Co-creating 'onlife' study material for the 'glocal' entrepreneur</p>	Rhein 4
	<p>Maud Pols Learning Specialist Microsoft Education Transformation Framework: How to start small? What can you do today to reshape your education</p>	Rhein 5
	<p>Zeynep Azar The Hague University of Applied Sciences How to help students motivate themselves</p>	Goldsaal D
	<p>Rob de With and Edita Jurkonyte Atworksolutions "Me and My Talents"</p>	Rhein 3
	<p>Benedetta Podesta, Swiss School of Management, Rome Blockchain, smart contracts and Ethereum merge: future e-misconceptions</p>	Rhein 1
	<p>Lorenzo Mule Stagno Malta Business School Learning to work, working to learn - A work-based degree</p>	Rhein 2
	<p>Cindy Schroger and Michelle Frank Asia Exchange Take responsibility and be sustainable: Enabling study abroad opportunities for the many, not the few</p>	Goldsaal C
12.25 - 13.15	<p>Workshop Sessions: Best Practice in Businet</p>	
	<p>Paul Guest Orientra Consulting Erasmus+ Lump Sum Financing: Transformation or Revolution</p>	Goldsaal A and B
	<p>Tijs Van Es Breda University of Applied Sciences "Enriching education by connecting to industry" - how to create and maintain valuable partnerships with your relevant industry connections.</p>	Rhein 1

	Rick Verhagen Rotterdam University of Applied Sciences Mikkel Lodahl Dania University of Applied Sciences "Should we repeat mistakes or come up with new ones?"	Rhein 3
	Siela Ardjosemito-Jethoe, Avans University of Applied Sciences Embrace the awkward	Goldsaal C
	Ali A. Shah Povia And Elizabeth Naui Swiss School of Management Rome and Barcelona Working in an Intercultural Context	Rhein 4
	Stuart Moss Leeds Beckett University Developing the employability skills of our students	Goldsaal D
	Allan Lawrence and Yvonne Farrand, Projects Beyond Borders Entrepreneurship and mental well-being – an Erasmus project. (Entre MWB – Sponsored by Erasmus+ funding)	Rhein 5
	Drs Julia Huisman, Chair Virtual Events Committee SIETAR Europa SIETAR Europa: Intercultural Education, Training and Research – A European Endeavour	Rhein 2
13.15 – 14.30	Lunch	
14.30 - 17.15	Working Group Activities:	
	Health and Social Matters Facilitated by Griet t'Servranckx, and Laurence Leonard	Rhein 4
	Communications Facilitated by Richard Hall	Goldsaal C
	Information and Computer Technology Facilitated by Griet Barrezeele	Rhein 3
	Law Facilitated by Nico Nijsten and Michael Jaensch	Rhein 1

	Marketing and International Trade Facilitated by Hilde Evers and Eddy Brune	Goldsaal A and B
	Tourism Facilitated by Anja Nagel, Tony Johnston and Marie-France Boyer	Rhein 5
	Intercom (Intercultural Competencies) Facilitated by Zeynep Azar	Goldsaal D
	Logistics Facilitated by Marco Mosselman and Lieven Theys	Rhein 2
15.30 -16.00	Coffee, tea and fresh juice will be available in the Tejo Foyer	
18.45	Meet at Reception	Reception
19.00	Embark onto the “Wappen von Frankfurt” for a “Rhine River Cruise” to celebrate our 35th anniversary. A meal will be served on board The vessel will sail on the Rhine and return to Mainz in time to disembark at 23.00	

Friday 11th November 2022

08.40	Assemble at the Conference Room Welcome and Introduction to today's programme David Taylor, General Manager Businet	Goldsaal
08.50 - 09.30	Keynote Address Kirsten Williamson, CEO and Founder Petrus Sustainability and Skills – what do students looking for careers with purpose need to learn?	Goldsaal
09.30 - 10.05	Keynote Address Jessica Nooij Avans University of Applied Sciences “Enhancing resilience by using guided e-health interventions in Higher Education. How to make data feedback work for you”	Goldsaal

10.05 - 10.40	<p>Keynote Address Luca landoli Ph.D. Interim Dean, Collins College of Professional Studies, St. John's University, New York Design driven Learning: the case for a pedagogy of making nurture creativity and innovation via aesthetic reasoning</p>	Goldsaal
10.40 - 10.50	Housekeeping	Goldsaal
10.50- 11.30	Coffee, tea and fresh juice	Goldsaal Foyer and foyer
11.30 – 12.25	AGM	Goldsaal A and B
12.25 – 13.20	Lunch	
13.25 – 14.15	<p>Workshop Sessions: Best Practice in Businet</p> <p>Kirsten Williamson Petrus Designing student experiences to develop a sustainability mindset and employability skills</p> <p>Paul de Jong, Rotterdam University of Applied Sciences How we incorporated Sales & Business-development in our curriculum by means of 'blended learning'</p> <p>Jessica Nooij Avans University of Applied Sciences "How to create and maintain a positive mind together"</p> <p>Luca landoli Interim Dean, Collins College of Professional Studies, St. John's University, New York "The joy of making!" Product Development Workshop</p> <p>Pio Fenton Munster Technological University Embedding leadership development in higher education management</p>	<p>Goldsaal A and B</p> <p>Rhein 1</p> <p>Goldsaal C</p> <p>Goldsaal D</p> <p>Rhein 2</p>

	Benedetta Podesta and Pieter de Vos Swiss School of Management and The Hague University of Applied Sciences Business practice in Europe on a B2B market	Rhein 3
	Nina Turčin and Griet Barrezeele Doba Business School and UCLL-UC Leuven-Limburg "Virtual is not individual – Do I have to be lonely in a virtual environment?"	Rhein 4
	Stuart Moss Leeds Beckett University Using feedback and reflection for student success	Rhein 5
14.15 - 16.15	Entrepreneurship Facilitated by Rob De With	Goldsaal D
	Interdisciplinary Project Facilitated by Barbara Brooijmans	Goldsaal C
	Research Group Facilitated by Patrick De Mazière	Rhein 1
	Internationalisation@Home Facilitated by Sven Cerulus and Nina Turčin	Goldsaal A and B
	STEM Facilitated by Dale Lyon	Rhein 2
	Sustainability Facilitated by Karolien Van Riel	Rhein 5
16.15 - 16.30	Coffee, tea and fresh juices will be served in Foyer	
16.30 – 17.30	Conference Feedback Session	
17.30	Meeting Close	
19.45	Drinks Reception	Goldsaal Foyer
20.15	Gala Dinner	Goldsaal

Saturday 12th November 2022

09.00	Departure for Social Day Saturday's Social	Reception
17.00 (approx.)	Arrival back at the hotel	