

## “(Net)working for collaboration and success”

### 33rd Annual Businet Conference Programme

13th to 16th November 2019

#### Wednesday 13th November

Time	Activity	Room
09.00 – 12.00	<b>Extended Board Meeting</b> for the Chairs of Working Groups and the Board	Tsar Dusan Section 1
13.15 – 15.00	<b>Newcomers Introduction</b> An introduction to Businet for new members and guests. Led by the Businet Board	Tsar Dusan Section 2 and 3
15.15 – 17.15	<b>International Relations Managers</b> Led by <i>Ria Slingerland</i>	Tsar Dusan Section 2 and 3
5 departures at 10:00 14:00 15:00 15:15 15:30	<b>Introduction to Belgrade – optional tours</b> Five "introduction to the city" tours will start from the Hilton Hotel to provide delegates with the opportunity to discover the heart of Belgrade. Delegates will explore the city and gain an insight into general historic and cultural information of the capital city of Serbia, Belgrade, before returning to the hotel. (duration 2 hours)	Reception

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.

### Official Conference Opening

18.30	<p><b>Welcome and Global Aperitif</b> 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 area for the Global Aperitif can be accessed at 18.00 for the set up of contributions to this event.</p>	Conference Foyer Area
20.15	<p><b>Dinner</b> A buffet with a Serbian flavour to welcome you to Belgrade</p>	Tsar Dusan Ballroom
22.30	<p><b>Close</b></p>	

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### Thursday 14th November

08.45	<p><b>Assemble in Main Conference Room</b></p>	Tsar Dusan Ballroom
09.00 – 12.00	<p><b>Welcome to the 33rd Annual Businet Conference</b> <i>Jean-Michel Grégoire</i> - Businet President</p>	Tsar Dusan Ballroom
09.00	<p><b>Keynote Address:</b> <i>Els Dragt</i> How To Research Trends, Amsterdam, Netherlands Independent trend researcher, lecturer and author <b>“Prepare for tomorrow, explore the future today”</b> Introduced by <i>Jantien Belt</i> - Businet Board Member</p>	Tsar Dusan Ballroom
09.40	<p><b>Keynote Address:</b> <i>John Widdowson CBE</i> Principle and Chief Executive New College Durham, UK <b>“The changing landscape of Higher Technical Education in England: new opportunities, new challenges.”</b> Introduced by <i>Neil White</i> – Businet Board Member</p>	Tsar Dusan Ballroom

10.20	<p><b>Introduction to Workshop Sessions</b>  <i>David Taylor</i> - Businet General Manager</p>	Tsar Dusan Ballroom
10.40	<p><b>Coffee, tea and fresh juices</b></p>	Foyer
11.10 - 12.05	<p><b>Workshop Sessions:                  Best Practice in Businet</b></p> <p><i>Donald Ropes</i>                  Inholland University of Applied Sciences,                  Haarlem  <b>"Learning to Innovate Towards a                  Circular Economy"</b></p> <p><i>Els Dragt</i>                  How to research trends, Amsterdam  <b>"How to integrate future exploring                  into education"</b></p> <p><i>Tony Johnson</i>                  Athlone Institute of Technology, Athlone  <b>The value of international field-based                  learning in developing entrepreneurial                  characteristics in undergraduate studies</b></p> <p><i>Enrico M. Jacobs</i>                  Belgium Campus iTversity, Pretoria  <b>"BC iTversity, an inclusive educational                  model for effective regional                  development"</b></p> <p><i>Griet Barrezeele</i>                  UCLL - UC Leuven-Limburg  <i>Nina Turcin</i>                  DOBA Fakulteta Business School  <b>"Zoom or not to Zoom"</b></p> <p><i>Jean-Pierre Segers</i>                  PXL University College, Hasselt  <b>"Work-Based learning in level 5"</b></p>	<p>Conference Room 3</p> <p>Tsar Dusan Section 1</p> <p>Conference Room 2</p> <p>Conference Room 1                  Sect. A</p> <p>Tsar Dusan Section 2 and 3</p> <p>Conference Room 1                  Sect. B</p>
12.05 – 13.05	<p><b>Networking Buffet Lunch</b></p>	Foyer

13.05 – 13.55

**Workshop Sessions:  
Best Practice in Businet**

*Jantien Belt and Sushy Mangat*  
The Hague University of Applied Sciences,  
The Hague

Conference  
Room 2

**“Nearby, Active and Practical:  
a skills-based approach”**

*Rob de With*  
AtWork Solutions  
**“Colours of the World, the SDG’s  
in Action”**

Tsar Dusan  
Section 1

*Ingeborg Kuehling-Garfield*  
EWS Vienna  
**“Progressing Together”**  
• Level 5 to 6  
• Level 6 to 7

Conference  
Room 3

*Richard Lewis*  
Richard Lewis Communication,  
Southampton  
**“NATO and the EU – Culture problems  
in the Workplace”**

Tsar Dusan  
Section 2 and 3

*Jan Wostyn*  
Hutong School  
**“Short-term mobility programs to China:  
creating awareness on the importance  
of China in the 21st century”**

Conference  
Room 1  
Sect. A

14.00 – 17.00

**Curriculum Working Group Activities**

**Business Law**  
Facilitated by *Nico Nijsten, Michael  
Jaensch and Martijn de Ruijter*

Boardroom

**Communication**  
Facilitated by *Brigitte Luyten*

Conference  
Room 2

**Health**  
Facilitated by *Griet t’Servranckx,  
Sabien van Rampelberg and  
Mariana Pereira*

Conference  
Room 1  
Sect. B

**Information and Computer  
Technology**  
Facilitated by *Griet Barrezeele  
and Lucienne Wijergangs*

Conference  
Room 3

	<p><b>InterCom</b> Facilitated by <i>Barbara Brooijmans</i> and <i>Marij Spiesschaert</i></p>	Tsar Dusan Sect. 1
	<p><b>Logistics</b> Facilitated by <i>Marco Mosselman</i> and <i>Lieven Theys</i></p>	Conference Room 1 Sect. A
	<p><b>Marketing and International Trade</b> Facilitated by <i>Hilde Evers</i> 14.00 to 16.00 Marketing Meeting 16.00 to 17.30 Trade Mission Meetings</p>	Tsar Dusan Section 2 and 3
	<p><b>Tourism</b> Facilitated by <i>Anja Nagel</i> and <i>Marie-France Boyer</i></p>	Conference Room 1 Sect. C
15.30	<b>Coffee, tea and fresh juice will be made available in the foyer</b>	Foyer
18.50	<b>Meet at Reception</b>	Reception
19.30	<p><b>Dinner at Kalemegdanska Terasa</b> Meet at the Hilton hotel reception at 18.50. Coaches will transport delegates to the venue. Dinner at the Kalemegdanska Terasa Restaurant. This is located in the most beautiful area of Belgrade, Kalemegdan, and completely integrated in the fortress walls. The terrace overlooks the convergence of the Danube and Sava rivers. Coaches will return to the hotel at 22.45.</p>	


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**Friday 15th November**

08.50	<p><b>Assemble at the Conference Room</b> <b>Welcome and Introduction to today's programme</b> <i>David Taylor</i> - General Manager Businet</p>	Tsar Dusan Ballroom
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09.00 – 09.40	<p><b>Keynote Address:</b> <i>Frederique Pirenne</i> CTO, Head of Analytics and Founder Graviz LABS, Stockholm, Sweden <b>“Business Education in the Tinder Economy”</b> Introduced by <i>Agnes Dillien</i> - Businet Board Member</p>	Tsar Dusan Ballroom
09.40 – 10.15	<p><b>Keynote Address:</b> <i>Diederich Bakker</i> Hanze University of Applied Sciences, Groningen, Netherlands <b>“The role of branding in Higher Education”</b> Introduced by <i>Jean-Michel Grégoire</i> – Businet President</p>	Tsar Dusan Ballroom
10.15 – 10.30	<b>To Be Announced</b>	
10.30 – 10.40	<b>Announcements by David Taylor</b>	Tsar Dusan Ballroom
10.40 – 11.10	<b>Coffee, tea and fresh juice</b>	Foyer
11.15 – 12.05	<p><b>AGM including Election of Officers</b> Moderated by <i>Jean-Michel Grégoire</i> – Businet President and <i>David Taylor</i> – Businet General Manager</p>	Tsar Dusan Section 2 and 3
12.05 – 13.00	<p><b>Workshop Sessions: Best Practice in Businet</b></p> <p><i>Patrick De Mazière</i> University College Leuven-Limburg, Leuven <b>“Data Visualisation”</b></p> <p><i>Frederique Pirenne</i> Graviz Labs, Stockholm <b>Data has a better idea</b></p> <p><i>Dale Lyon</i> ExpLearn (Security Initiatives Limited), Linthgow <b>Using Erasmus+ funding to enhance programmes though the inclusion of experiential learning</b></p>	<p>Conference Room 2</p> <p>Conference Room 3</p> <p>Tsar Dusan Section 1</p>

	<p><i>John Widdowson CBE</i> New College Durham <b>"The changing face of Higher Education in England"</b></p>	Tsar Dusan Section 2 and 3
	<p><i>John Arnold</i> International Media and Entertainment Business at Thomas More Mechelen <b>"How existing students can support your international recruitment"</b></p>	Conference Room 1 Sect. B and C
	<p><i>Tijs Van Es</i> Breda University of Applied Sciences, Breda <b>"Enhancing innovation and industry connection, the Breda case study!"</b></p>	Conference Room 1 Sect. A
13.00 – 13.55	<b>Working Lunch (Buffet)</b>	Foyer
14.00 – 16.00	<b>Special Interest Group Activities</b>	
	<p><b>Entrepreneurship</b> Facilitated by <i>Rob de With</i></p>	Conference Room 1
	<p><b>Interdisciplinary Group</b> Facilitated by <i>Barbara Brooijmans</i> and <i>Marij Spiesschaert</i></p>	Tsar Dusan Section 1
	<p><b>Internationalisation at Home</b> Facilitated by <i>Sven Cerulus</i> and <i>Nina Turcin</i></p>	Tsar Dusan Section 2 and 3
	<p><b>Private Institute Forum</b> Facilitated by <i>Lorenzo Mule Stagno</i></p>	Conference Room 2
	<p><b>Research Group</b> Facilitated by <i>Eva Abramuszkinova Pavlikova</i> and <i>Patrick de Mazière</i></p>	Conference Room 3
16.00 – 16.20	<b>Coffee, tea and fresh juices will be served</b>	Foyer
16.20 – 17.15	<b>Conference Feedback Session</b>	Tsar Dusan Section 2 and 3
17.15	<b>Meeting Close</b>	

19.00	Pre-Gala Dinner - photographs in the foyer area. Group and Individual <i>photograph opportunities.</i>	Foyer
19.30	<b>Pre-Gala Dinner Drinks Reception</b> Sponsored by <i>ESA</i> International 	
20.15	<b>Gala Dinner</b> Enjoy the final meal with new and old friends. Dancing ends at 3am	Tsar Dusan Ballroom

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**Saturday 16th November**

08.30	<b>Departure for Social Day - Novi Sad and Sremski Karlovci</b> Saturday Social Tour will include the city of Novi Sad, Petrovaradin fortress and the town of Sremski Karlovci. Further details can be found in the next section of the conference Booklet.	Reception
19.00 (approx.)	<b>Arrival back at the hotel</b>	