

35th Annual Businet Conference Programme

9th to 11th November 2022

“Moving on together”

**Wednesday 9th November 2022**

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| **Time** | **Activity** | **Room** |
| 13.30 - 15.15 | **Pre Conference Tours**  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.  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.  **11.00**  **13.30**  **15.00**  **15.30**  **16.00**  **Newcomers Introduction**  *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*** | Goldsaal A and B |
| 15.30 - 17.30 | **International Relations Managers Working Group**  Facilitated by **Ria Slingerland, Isinsu Atalay Carina Webermann and Sabine Sachs** | Goldsaal A and B |
|  | **Official Conference Opening** |  |
| 18.30 | **Global Aperitif and Welcome**  *Informal welcome and conference opening* | Foyer (27 tables for “tasters” from attending countries |
| 20.15 | **Dinner**  *A buffet with a German flavour to welcome you to Mainz.*  ***Close 23.30*** | Goldsaal |

**Thursday 10th November 2022**

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| 08.40 | **Assemble in Main Conference Room** | Goldsaal |
| 08.45 | **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      10.45 – 11.25 | **Keynote Address:**  **Siela Ardjosemito-Jethoe,**  Avans University of Applied Sciences  **“Correcting the System”**  **Networking Period**  **Tea, Coffee and Fruit juice** | Goldsaal  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**  **Deniss Ščeulovs and Niek Ploegman**  Riga Technical University and Rotterdam University of Applied Sciences | Goldsaal A and B  Rhein 4 |
|  | **Co-creating ‘onlife’ study material for the ‘glocal’ entrepreneur** |  |
|  | **Maud Pols**  Learning Specialist Microsoft  **Education Transformation Framework: How to start small? What can you do today to reshape your education** | Rhein 5 |
|  | **Zeynep Azar**  The Hague University of Applied Sciences  **How to help students motivate themselves**  **Rob de With and Edita Jurkonyte**  Atworksolutions  **“Me and My Talents”** | Goldsaal D  Rhein 3 |
|  | **Benedetta Podesta,**  Swiss School of Management, Rome  **Blockchain, smart contracts and Ethereum merge: future e-misconceptions**  **Lorenzo Mule Stagno**  Malta Business School  **Learning to work, working to learn - A work-based degree**  **Cindy Schroger and Michelle Frank**  Asia Exchange  **Take responsibility and be sustainable: Enabling study abroad opportunities for the many, not the few** | Rhein 1  Rhein 2  Goldsaal C |

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| 12.25 - 13.15 | **Workshop Sessions: Best Practice in Businet** |  |
|  | **Paul Guest**  Orientra Consulting | Goldsaal A and B |
|  | **Erasmus+ Lump Sum Financing: Transformation or Revolution**  **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.** | 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**  **Ali A. Shah Povia And Elizabeth Naui**  Swiss School of Management Rome and Barcelona  **Working in an Intercultural Context**  **Stuart Moss**  Leeds Beckett University  **Developing the employability skills of our students**  **Allan Lawrence and Yvonne Farrand,**  Projects Beyond Borders  **Entrepreneurship and mental well-being – an Erasmus project. (Entre MWB – Sponsored by Erasmus+ funding)**  **Drs Julia Huisman,**  Chair Virtual Events Committee SIETAR Europa  SIETAR Europa: Intercultural Education, Training and Research – A European Endeavour | Goldsaal C  Rhein 4  Goldsaal D  Rhein 5  Rhein 2 |
| 13.15 – 14.25 | **Lunch** | Goldsaal Foyer and Foyer |
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| 14.25 - 17.15 | **Working Group Activities:** |  |
|  | **Health and Social Matters**  Facilitated by **Griet t’Servranckx, and Laurence Leona**rd | 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**  **Logistics**  Facilitated by **Marco Mosselman** and **Lieven Theys** | Goldsaal D  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**  **The vessel will sail on the Rhine and return to Mainz in time to disembark at 23.00** |  |
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**Friday 11th November 2022**

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| 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: 4**  **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    10.05 – 10.40 | **Keynote Address: 5**  **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”**  **Keynote Address 6**  **Luca Iandoli** 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** | GoldSaal  Goldsaal |
| 10.40 – 10.50 | **Housekeeping** | Goldsaal |
| 10.50 11.30 | **Coffee, tea and fresh juice** | Goldsaal Foyer and foyer |
| 11.30 – 12.25  12.25 – 13.25  13.25 – 14.15 | **AGM**  **Lunch**  **Workshop Sessions: Best Practice in Businet** | Goldsaal A and B |
|  | **Kirsten Williamson Goldsaal A and B**  Petrus  **Designing student experiences to develop a sustainability mindset and employability skills**  **Paul de Jong, Rhein 1**  Rotterdam University of Applied Sciences  **How we incorporated Sales & Business-development in our curriculum.** |  |
|  | **Jessica Nooij**  Avans University of Applied Sciences  **“How to create and maintain a positive mind together”** | Goldsaal C |
|  | **Luca Iandoli**  Interim Dean, Collins College of Professional Studies, St. John’s University, New York  **“The joy of making!” Product Development Workshop** | Goldsaal D |
|  | **Pio Fenton**  Munster Technological University  **Embedding leadership development in higher education management**  **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 2  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?”**  **Stuart Moss**  Leeds Beckett University | Rhein 4  Rhein 5 |
| 14.15 - 16.15 | **Using feedback and reflection for student success** |  |
|  | **Entrepreneurship**  Facilitated by **Rob De With** | Goldsaal D |
|  | **Interdisciplinary Project**  Facilitated by **Barbara Brooijmans** | Goldsaal C |
|  | **Research Gro**up  Facilitated by **Patrick De Mazière**  **Internationalisation@Home**  Facilitated by **Sven Cerulus and Nina Turčin** | Rhein 1  Goldsaal A and B |
| 16.15. – 16.30  16.30 – 17.30 | **STEM**  Facilitated by **Dale Lyon**  **Sustainability**  Facilitated by **Karolien Van Riel**  **Coffee, tea and fresh juices will be served in Foyer**  **Conference Feedback Session** | Rhein 2  Rhein 5 |
| 17.30 | **Meeting Close** |  |
| 19.45 | *Drinks Reception* | Goldsaal Foyer |
| 20.15 | **Gala Dinner** | Goldsaal |

**Saturday 12th November 2022**

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