

The University Challenge

Preparing students for applying to selective universities in a brave new world

A one day conference in Manchester

**Tuesday, 7 June 2011
9.30am – 3.30pm**

The conference will provide all those with responsibility for advice on higher education progression with the opportunity to engage with information on the application process to selective universities and courses. It will equip you with ideas and resources to use with your learners and colleagues.



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The University of Manchester

Progression to the UK's most selective universities and courses is important for learners, families, schools/colleges and the wider society. Such graduates dominate the most sought-after, influential and well-paid careers and competition for entry is fierce, especially with a recent tighter squeeze on places and the introduction of higher tuition fees. This one day conference will address the impact of the changing HE landscape; discuss the implications to the HE sector of the introduction of higher tuition fees and the increasing importance of IAG across the sector.

Whether you are responsible directly or indirectly for information, advice and guidance for young people progressing to higher education, we expect this conference to equip you with a range of inside-information, ideas and resources relevant to your work. You will also have the opportunity to attend a workshop and discussion panels to enable you to ask questions and receive information first-hand from experts within the system.

Keynote address:

Mary Curnock Cook, Chief Executive of UCAS

Plenary and Discussion Panels include:

'Russell Group University Question Time' – a panel discussion with a chance to ask questions to Recruitment and Admissions staff from Russell Group Universities

'IAG in a post-Browne World' – a plenary session on the importance of IAG to support young people's progression to the UK's most selective universities

'Students as Consumers?' – a plenary session on the cost and benefits of Higher Education

Workshops include:

'University Interviews' – the inside guide

'Who are the most employable students?' – the graduate employer perspective

'Highly selective courses' – an open mic with Admissions Staff

'Self marketing' – the importance of students recognising their skills and how to evidence these – very useful preparation for the personal statement

'Contextualised admissions' – the use of contextualised data in the University admissions process

'Best IAG Practice' – case studies from two post-16 providers on their best practice in giving IAG to support young people's progression to university

Who Should Attend:

- Principals and Vice-Principals
- Heads of School/College
- Heads of Sixth Form (Post 16 Education)
- Higher Education Advisers in Schools and Colleges
- Careers Advisers
- 14-19 Managers
- Aimhigher Co-ordinators
- Gifted and Talented Specialists
- Local Authority Managers
- IAG Staff

Lunch and refreshments will be provided

Cost: £30

Bookings will be taken on a first-come-first served basis via our website. To book a place please visit www.manchester.ac.uk/undergraduate/schoolsandcolleges/teachers/teacher-activities

If you require any further information please contact:

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