



Wednesday 14th November 2018
Hertha Ayrton STEM Centre, City Campus, Sheffield Hallam University

- 09.15 - 09.45** **Registration and refreshments**
- 09.45 - 10.00** **WELCOME**
Professor Sir Chris Husbands, Vice-Chancellor, Sheffield Hallam University
- 10.00 - 10.30** **KEYNOTE: Engineering admissions: trends in applications, offers & acceptances**
Helen Thorne MBE, Director, External Relations, UCAS
- 10.30 - 11.30** **ATTRACTION: Engineers in the making**
Dr Susan Scurlock, CEO and Founder, Primary Engineer
What attracts a school student to study engineering?
Fran Dainty, Head of STEM Content and Expertise, STEM Learning
- 11.30 - 11.45** **Refreshments**
- 11.45 - 12.45** **RECRUITMENT: What's so special about you?**
Kathryn Jones, Education Marketing Consultant, The Honest Marketer
- 12.45 - 13.30** **Lunch and poster presentations**
- 13.30 - 14.30** **ADMISSIONS: Entry qualifications - The River of Constant Change**
Dr Geoff Parks, Reader in Nuclear Engineering, University of Cambridge
Launch of the EPC engineering enrolments survey results 2018
Stella Fowler, Engineering Professors' Council
- 14.30 - 14.45** **Refreshments**
- 14.45 - 15.45** **RETENTION How to keep a student through to graduation**
Professor Mike Bramhall, Sheffield Hallam University
- 15.45 - 16.15** **KEYNOTE: What works?**
Sarah Howls, Head of Access and Participation Funding and Programmes, Office for Students
- 16.15 - 16.30** **Roundup and close**
Dr Georgina Harris, Chair of EPC Recruitment and Admissions Committee