

# CEO & Senior Managers Community of Practice: Digital Summit

13 August 2019 – Liverpool Guild of Students

## Agenda

11:00 – **Welcome and Introduction to the Day**

11.30 – 12:30 – **Workshop Sessions – The Future of Learning**

- **Leveraging professional networks for student benefit: Maren Deepwell, CEO Association for Learning Technology** (Location: Mandela Room)

In this workshop Maren Deepwell will share practical ways of making the most of professional networks such as the Association for Learning Technology to ensure the way technology is used for learning, teaching and assessment benefits all learners. Maren will share her perspective on what's ahead in learning technology, what challenges we are facing not only in relation to innovation, but ethics, skills development and equity in education.

- **Learner Analytics and the Students' Union with Christine Couper, Director of Strategic Planning for University of Greenwich, and John Schless, CEO of Greenwich SU** (Location: Elizabeth Gidney Suite Room 1)

The presentation will include a brief description of the what, how and why of learning analytics - using big data to improve attainment and retention - followed by the shared experiences of rolling out a Learning Analytics system at the University of Greenwich. We will report on the initial reactions of staff and students to this new development, use of data and highlight areas that anyone involved in learning analytics implementation should be asking.

12.30 – 13:30 – **Lunch and Networking** (Location: Stanley Theatre)

13.30 – 14.45 – **Workshop Sessions – Using Digital in your SUs**

- **The Future of Digital Engagement Across the Third Sector with Jake Irlam-Hughes, OneVoice Digital** (Location: Elizabeth Gidney Suite Room 2)

This is an opportunity for students' unions to learn more about the activities of other third sector organisations and also provides an overview of the future digital trends both from a consumer and an engagement perspective.

- **Digital Campaigns: Young People and Brexit with Our Future our Choice** (Location: Elizabeth Gidney Suite Room 1)

In this session we are joined by Lara Spirit and Chris Allnutt, Co-President and Head of Digital of Our Future our Choice, the campaign which seeks to secure a second referendum on Brexit for and with young people. With petitions of nearly a million signatures, reports covered in every major news outlet, and online media reaching hundreds of thousands of views, Lara and Chris will share the lessons they've learned in digital campaigns and show us how political campaigns can reach a mass audience.

- **Finding Value in Conversational AI with Rob Griffiths** (Location: Mandela Room)

You can't escape the Artificial Intelligence (AI) hype. McKinsey analysis suggests AI has the potential to deliver additional global economic activity of around \$13 trillion by 2030, or about 16 percent higher cumulative GDP compared with today. In this workshop we will discuss the Art of the Possible in conversational AI, where value is likely to be found in students' unions, share case studies of successful deployments and talk about cost-efficient ways to get started.

14.45 – 15:00 – **Access Break**

15:00 – 16:00 – **Workshop Sessions – The Digital Workplace**

- **Everybody Loves Agile: How The Software Industry Learned to Operate With Uncertainty and Volatility with Rob Griffiths** (Location: Elizabeth Gidney Suite Room 1)

The software engineers were fed up. Every project played out the same way. They would spend weeks with their clients trying to understand what they actually wanted, then they would go off and design the perfect solution, accompanied by a meticulously planned schedule. Then immediately, and you could set your watch by it, things would start changing. The brief, the tools, the user feedback, the politics: some or all of it derailed their best made plans. They needed a new approach that recognised underlying truths: customers don't know what they want until they see it; some things take longer than you expect; and the ground will continue to shift under your feet. Many organisations, including in the voluntary sector, have now adopted some form of Agile. What are its origins, organising principles, and what form does it take today within the software industry?

- **Insurance Risks: The Trends with Endsleigh** (Location: Mandela Room)

Our insurer partner Endsleigh will take us through the major insurance trends they are seeing in SUs including new risks emerging from the digital space, brought to life with real claim examples and practical guidance.

16:00 – 17:00 – **Learning Sharing (Hosted by Regional CEO COP Lead's)** (Location: Stanley Theatre)

Your regional CEO CoP leads will host a mini-meeting for you to share your learning from the sessions you have been to with each other, allowing you to gain valuable insights from the sessions you were unable to fit in.

17:00 – **Close of Event**

Evening Activities with Trish and the Liverpool Guild of Students team - TBC