

ISBA ANNUAL CONFERENCE 2024

ISBA

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ASSOCIATION



- Professional development
- Breakout sessions and panel discussions
- 180 exhibitors

PLUS:

Natalie Perera, CEO, Education Policy Institute, asks how independent schools will be serving the education sector in the next 10 years

Lord Mark Price, president of the Chartered Management Institute, speaks about leading organisations through challenging times

Sir Anthony Seldon and **Dr Jonnie Penn** discuss the future of AI in our classrooms

One of Britain's greatest paralympic athletes, **Baroness Tanni Grey-Thompson**, presents on how to build the resilience to keep going

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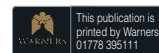
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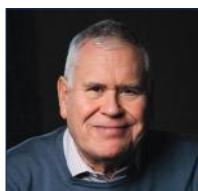


WELCOME TO ISBA'S ANNUAL CONFERENCE 2024

Every day sees bursars and their teams in independent schools coming face-to-face with the operational challenges created by an increasingly uncertain political, economic and social landscape, with additional potential threats on the horizon in the form of VAT on fees and the loss of business rate relief. Parental affordability and buying patterns also remain uncertain. This year's ISBA annual conference at the ICC in Wales is focused on helping schools be 'fit for business' in 2024 and beyond, to face up to these business challenges and to offer senior business leaders the chance to get detailed strategic professional advice, inspiration and ideas, and valuable opportunities to meet with others in schools across the UK and the world.

The conference, which will take place from 20-22 May 2024, will offer a selection of professional development sessions to choose from, hosted by expert speakers who will share tips and advice on the latest issues affecting the independent school sector from financial planning, mergers and acquisitions, the new inspections framework, digital strategy, sustainability, HR (neurodiversity in the workplace, discrimination, flexible working and wellbeing), safeguarding, marketing and communications (and much more!). The 2024 event will also offer the largest exhibition the event has ever seen with more than 180 suppliers to the sector available for delegates to speak with directly.

This year the conference has been extended by half a day to start on the afternoon of Monday 20 May with a selection of personal development sessions covering leadership and enhancing awareness of yourself and others, effective strategies for difficult conversations with parents and staff, the art of influence, mental fitness, maximising performance under pressure, unlocking your effectiveness, managing teams through change and mastering leadership excellence through authenticity.



David Woodgate
Chief executive, ISBA

After refreshments in the exhibition areas, day two on Tuesday 21 May will see our first keynote of the day from Natalie Perera, CEO of the Education Policy Institute, discussing how she sees independent schools serving the education sector in the next 10 years. A series of breakout and panel sessions covering sustainability, the practicalities of good governance, financial planning for smaller schools, ISI inspections and flexible working will follow before keynote two from Lord Mark Price on leading organisations through challenging times. More sessions will then take place in the afternoon on digital strategy, health and safety, mergers and acquisitions, partnerships and neurodiversity in schools. Our third keynote of the day will be delivered by Sir Anthony Seldon and Dr Jonnie Penn on the future of AI in our schools. There will then be an evening of entertainment with drinks, street food and live music.

On Thursday 22 May, delegates will once again have the opportunity to visit sponsors and exhibitors in the exhibition areas before the first keynote session of the day from Baroness Tanni Grey-Thompson on resilience. Breakout and panel sessions will then be held on defining your school's value proposition, assessing risk and opportunity in school collaborations, diversifying source of income, communicating difficult messages to stakeholders, and free speech and discrimination.

After lunch more sessions will follow on cyber risks, marketing strategies, how to expand internationally, creative solutions for maximising profit generation and embedding a culture of wellbeing.

The final keynote will be from Dharshini David on the economic outlook for 2025 and beyond. The conference sessions will be closed by ISBA's chair Neil Cufley and chief executive David Woodgate and the evening concludes with a drinks reception from 7pm, followed by the annual dinner at 7.45pm. A fun evening is guaranteed with our entertaining after-dinner speaker, comedian Marcus Brigstocke.

We look forward to welcoming you all to the conference.



Neil Cufley
Chair, ISBA, and director of operations and finance, Royal Russell School

Conference App

We're excited to let you know that we have a new event app which we have developed over recent months and will be using at the conference. With a host of new and interactive features, the app will enable conference delegates and exhibitors to access key information before, during and after the event, including personalised agendas.

If you have previously downloaded the old ISBA conference app, please uninstall it from your device(s) prior to downloading the new app.

The new app can be downloaded using the following links on your device:

iOS:

<https://apps.apple.com/us/app/isba-events/id1056683386>

Android:

<https://play.google.com/store/apps/details?id=com.isbaevents>

Alternatively, search for *ISBA Events* on Android (Google Play Store) or Apple (App Store), or scan the QR code below with a smartphone camera, select 'show options' and then 'open in browser'.



Delegates and exhibitors will receive log in details for the app from the ISBA team nearer the time of the conference.



CONFERENCE APP

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App features

- **Programme:** including your own personalised agenda with details of the rooms of your chosen breakout sessions
- **Speakers:** browse speaker details and biographies
- **Presentations:** where you will have access to speaker presentations. These will continue to be uploaded up to the day of, and including the days of, the conference
- **My notes:** where you can make notes as you go
- **Exhibition:** where you'll find a full list of all exhibitors, together with their profile and links to the interactive exhibition floor plan
- **Sponsors:** details and profiles of all this year's conference sponsors
- **Delegate network:** where you can connect to and speak to other delegates in private chat
- **General information:** where you will find information on what's going on during the conference and get updates from the administration team
- **Venue:** including a map and GPS and interactive exhibition floor plan

Delegate badge scanning

The app will also incorporate a delegate badge scanning facility which exhibitors can purchase for the event. Full details will be provided to exhibitors prior to the conference.



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ISBA Annual Conference

ICC WALES

MONDAY

Monday 20 May 2024

- From 11.00 Delegate registration – *ICC Atrium*
- 11.30 – 12.00 International briefing for delegates – Rob Pizii, head of advice and guidance, ISBA, and Clare Moore, head of compliance, ISBA
- 12.00 – 13.40 Delegates new to conference and international bursars' lunch – *The Lounge*
- 12.00 – 13.40 Lunch for delegates – *Woodland Suite F*
- 13.50 – 15.10 **Development sessions**
- Dev1 – Enhancing awareness of self and others – Audrey Pantelis, Elevation Coaching and Consulting
- Dev2 – Easing into tough talks: effective strategies for difficult conversations with parents and staff – Louisa Clarke, Confidently There
- Dev3 – The art of influence: how to develop your style and approach to make an impact – Trudy Lewis, Colinear Ltd
- Dev4 – Mental fitness: the key to sustainable performance – Dr Charlie Easmon, Your Excellent Health Service
- Dev5 – Maximising performance under pressure – Robin Lawrence, Leader Connect
- Dev6 – Time craft: the blueprint to unlocking your effectiveness and mastering every moment – Jonathan Rees, Making Teams Work
- Dev7 – Managing teams through change – Jo Twiselton, Twist Consultants
- Dev8 – Mastering leadership excellence through authenticity – Paul Jones, Leader Connect
- 15.20 – 15.40 Refreshments – *Woodland Suite Foyer, Meeting Room 3 and 4 Foyer*
- 15.50 – 17.00 **Development sessions continued**
- Dev1 – Enhancing awareness of self and others – Audrey Pantelis, Elevation Coaching and Consulting
- Dev2 – Easing into tough talks: effective strategies for difficult conversations with parents and staff – Louisa Clarke, Confidently There
- Dev3 – The art of influence: how to develop your style and approach to make an impact – Trudy Lewis, Colinear Ltd
- Dev4 – Mental fitness: the key to sustainable performance – Dr Charlie Easmon, Your Excellent Health Service
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- Dev7 – Managing teams through change – Jo Twiselton, Twist Consulting
- Dev8 – Mastering leadership excellence through authenticity – Paul Jones, Leader Connect
- 17.10 – 18.30 Networking drinks (cash bar) – *ICC Aspect Bar*

TUESDAY

Tuesday 21 May 2024

- From 08.30 Conference exhibition and delegate registration opens – *ICC Atrium*
- 08.30 – 10.50 Refreshments available – *Exhibition hall*
- 11.00 – 11.10 Welcome to conference day 2 – David Woodgate, chief executive, ISBA – *Auditorium*
- 11.10 – 11.50 **Keynote speaker 1: How do you see independent schools serving the education sector in the next 10 years?** – Natalie Perera – *Auditorium*
- 12.00 – 12.50 **Breakout sessions**
- A1 – How can a school go green without going into the red en route? – Nigel Aylwin-Foster, ReEnergise Projects Ltd; Rachel Owens, St George's College, Weybridge; Sue Roxby, Methodist Independent Schools Trust; Simon Heard, Haileybury. Chair: John Murphie, ISBA

TUESDAY

- A2 – Governance panel: the practicalities of good governance – making the triumvirate work – Alex Hutchinson, James Allen’s Girls’ School; Homera Najib, Bradford Grammar School; Sam Coutinho, Copthorne Prep School. Chair: Richard Harman, AGBIS
- A3 – Financial planning for smaller schools – Chris Bentley-Mawer, Eastbourne College
- A4 – ISI inspection update – Vanessa Ward, ISI
- A5 – Flexible working: achieving the right balance – Alice Reeve and Naseem Nabi, VVV
- 13.00 – 14.00 Lunch for delegates – *Exhibition hall*
- 14.10 – 14.50 **Keynote speaker 2: Leading organisations through challenging times** – Lord Mark Price – *Auditorium*
- 15.00 – 15.50 **Breakout sessions**
- B1 – IT panel: horizon scanning with your digital strategy – Mark Steed, Steed Education; Laura Knight, Berkhamstead; Simon Bullement, Sibrossa Ltd. Chair: Gary Henderson, Millfield School
- B2 – Health and safety lawyer masterclass for bursars – Simon Joyston-Bechal, Turnstone Law
- B3 – An interactive look at the lifecycle of a school merger or acquisition – strategy, pitfalls, PR, and people – Kristine Scott, Rachel Parkin and James Morgan, Harrison Clark Rickerbys, and Tim Toulmin, Alder UK
- B4 – Why partnerships are not a drain and can be a gain for your school – Christina Astin, Astin Consulting
- B5 – Neurodiversity in schools: including and celebrating our neurodiverse staff – Catrina Lowri, Neuroteachers
- 16.00 – 16.40 Refreshments – *Exhibition hall*
- 16.50 – 17.30 **Keynote speaker 3: The future of AI in our schools** – Sir Anthony Seldon and Dr Jonnie Penn – *Auditorium*
- 17.30 – 18.00 Exhibition open – *Exhibition hall*
- 18.00 – 20.30 Evening networking event with drinks, street food and live music – *ICC Wales Plaza*

WEDNESDAY

Wednesday 22 May 2024

- From 08.30 Conference exhibition and delegate registration opens – *ICC Atrium*
- 08.30 – 10.50 Refreshments available – *Exhibition hall*
- 11.00 – 11.10 Chair’s welcome, day 3: Neil Cufley, ISBA chair and director of operations/finance, Royal Russell School – *Auditorium*
- 11.10 – 11.40 **Keynote speaker 4: Resilience** – Baroness Tanni Grey-Thompson – *Auditorium*
- 11.50 – 12.40 **Breakout sessions**
- C1 – Panel discussion – defining your school’s value proposition to increase market share – James Leggett, MTM Consulting; James Carroll, Cognita Schools; Kelly Freeman, Westbrook Hay School; and Victoria Espley, Warwick Schools Foundation. Chair: Duncan Murphy MTM Consulting
- C2 – Assessing risk and opportunity in school collaborations – a practical case study – Sam Coutinho, Copthorne Prep School; Ceri Jones, Caterham School. Chair: David Woodgate, ISBA
- C3 – Diversifying sources of income via trading subsidiaries – Liz Brownsell, Birketts LLP; Kieran Smith, Crowe UK
- C4 – Communicating difficult messages to stakeholders – Tim Toulmin and Susan Smith, Alder UK
- C5 – Free speech – contentious free speech and discrimination issues in and out of school – Simon Henthorn and Rose Smith, Doyle Clayton
- 12.50 – 14.00 Lunch for delegates – *Exhibition hall*
- 14.10 – 15.00 **Breakout sessions:**
- D1 – Cyber security panel: cyber risk decoded: the attack lifecycle and building your strategic and operational resilience – Amanda Webb, Lady Barn House; Paul Peters, The Cyber Resilience Centre for Wales; Neil Richardson, Cyber Alchemy. Chair: Simon Holden, CyBur Ltd
- D2 – The threats ahead for independent schools and how to mitigate these with an effective growth marketing strategy – Emily Richards and Vera Ixer, The Stickman Consultancy
- D3 – How to expand internationally: pitfalls and successes – Mark Taylor and Nina Hunt, The King’s School, Canterbury
- D4 – Creative solutions for maximising revenue and profit generation in and out of term time – Robin Bidgood, Holroyd Howe
- D5 – Embedding a culture of wellbeing – Lee Glaser, HIEDA and BSA
- 15.10 – 15.50 Refreshments – *Exhibition hall*
- 16.00 Exhibition closes
- 16.00 – 16.50 **Keynote speaker 5: The economic outlook for 2025 and beyond** – Dharshini David – *Auditorium*
- 16.50 – 17.10 **Closing remarks:** Neil Cufley, ISBA chair and director of operations/finance, Royal Russell School and David Woodgate, chief executive, ISBA – *Auditorium*
- 17.10 Conference closes
- 19.00 – 19.30 Drinks reception – *ICC Woodland Suite Foyer*
- 19.45 Annual dinner – *ICC Woodland Suite*
- After-dinner speaker: Marcus Brigstocke
(Dress code: *smart business wear*)

Information desks 2024

Royal National Children's SpringBoard Foundation (RNCSF)

RNCSF works across the UK's boarding and independent school sector to expand the number of 110 percent bursary places (those that cover all fees and extras) and ensure that these opportunities are targeted towards young people who most need them; children in or on the edge of care, or growing up in households within areas of the UK where opportunities to flourish are limited. RNCSF identifies, prepares and supports pupils to ensure that they thrive in bursary placements, and their 95 percent retention rate is testament to the scaffolding that they put in place with community partners, charities and local authorities to aid transition. RNCSF is now looking to scale its impact by building its network of accredited schools, increasing the number of SpringBoarders they support, and amplifying the potential role that bursaries can play in helping to address social mobility and lift outcomes for children in care.

Contact: Ali Henderson

E ajh@royalspringboard.org.uk
W www.royalspringboard.org.uk



Institute of Development Professionals (IDPE)

IDPE's vision is to enable all schools in the independent and state sectors to develop cultures of community engagement and philanthropic support so that they can provide the best educational experience for children and young people.

We do this by championing best practice in schools' fundraising and engagement, and through providing training, guidance, support, benchmarking and partnership work across the schools' sector.

Contact: Louise Bennett

E lou.bennett@idpe.org.uk
W <https://idpe.org.uk>



The Schools' Enterprise Association (SEA)

The Schools' Enterprise Association (SEA) is an independent members' organisation providing support and guidance for schools' management teams responsible for generating additional commercial revenues by optimising the return on the school's considerable assets; education, co-curricular, community and public benefit partnerships, provenance, and buildings and facilities. The SEA includes a Sports Chapter, which helps sports' management teams meet the unique challenges of running and optimising the return on schools' sports facilities. Services offered through SEA membership include professional development, networking opportunities, reference library, recruitment, consultancy and access to professional advisors, focused on the enterprise development within schools.

Contact: Dorothy McLaren

E dorothy@the-sea.org.uk
W www.schoolsenterpriseassociation.com



Association of Governing Bodies of Independent Schools (AGBIS)

AGBIS supports and advises governing bodies of independent schools on all aspects of governance under the umbrella of the Independent Schools Council. The objectives of the Association are the advancement of education in independent schools and the promotion of good governance in such schools. The Association is empowered to give guidance to governing bodies and consult with and speak for them on matters relating to governance of independent schools. This includes providing expert advice on governance, webinars, on-site training, seminars, events and reviews of governance as well as providing access to a range of template governance documents and policies.

Contact: Mrs Susan Harris
 E events@agbis.org.uk
 W www.agbis.org.uk



Association of School and College Leaders (ASCL)

The Association of School and College Leaders (ASCL) is a leading professional body representing more than 24,000 school and college senior leaders across the UK. ASCL works to shape national education policy, provide expert advice and support to members helping to deliver first class professional development (PD) within the maintained and independent sectors. ASCL works closely with the Independent School Council and affiliated associations including ISBA. ASCL offers individual membership, professional advice and support to bursars and school business leaders from the independent sector.

Contact: Lynne Horner, independent school policy specialist
 E lynne.horner@ascl.org.uk
 W www.ascl.org.uk



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The shuttle service will run throughout the conference and the detailed bus timetable will be available prior to the event.

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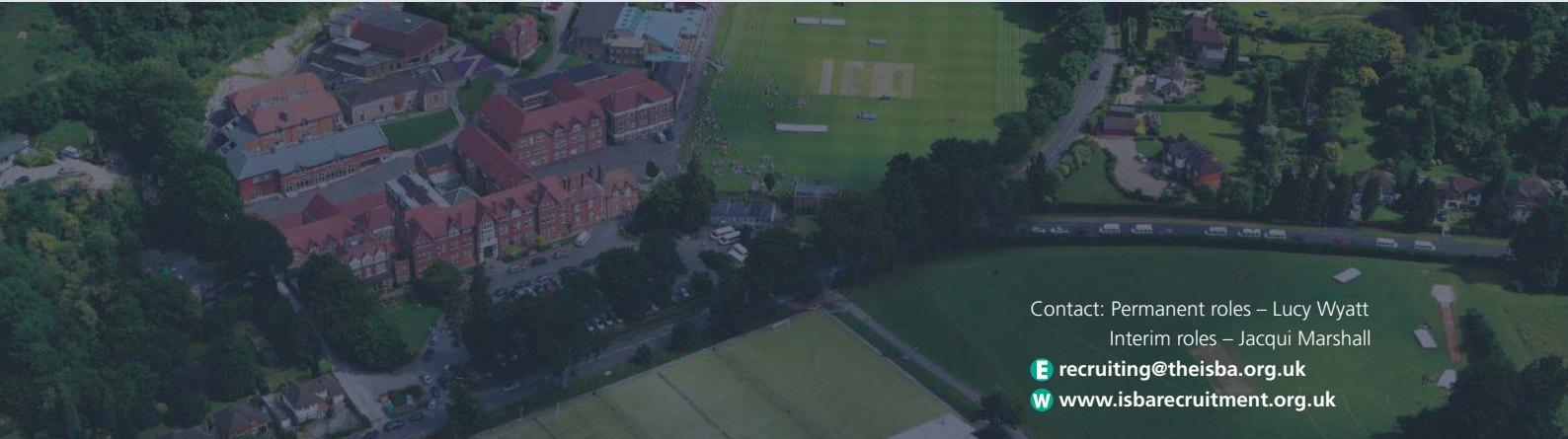
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ISBA RECRUITMENT

Founded in 1932 and now the largest constituent association of the Independent Schools Council (ISC), the Independent Schools' Bursars Association (ISBA) is renowned for the exemplary operational, managerial and regulatory support it provides to the independent school sector. ISBA Recruitment offers schools in-depth knowledge of the bursar role, a unique insight into independent schools' needs and an unrivalled understanding of exactly what it takes to deliver a high-quality appointee via a successful and testing

recruitment process. The exclusive school support community and networks fostered by ISBA make ISBA Recruitment the first stop for both individuals looking for a new role, and schools seeking to fill a vacancy.

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Contact: Permanent roles – Lucy Wyatt
Interim roles – Jacqui Marshall
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W www.isbarecruitment.org.uk



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Dharshini David

Dharshini David, the BBC's global trade correspondent since January 2020, is a highly experienced broadcaster and economist who began her career as a government economist before moving to HSBC Investment Bank as their UK economist. She left the trading floor to cover financial stories for the BBC in London and went on to present *Panorama* and the BBC's Wall Street coverage from New York as

the financial crisis took hold. Dharshini has presented the business news on Radio 4's *Today* programme and appeared across the BBC's national radio, TV and online channels covering the economy. She has also presented business, political and general news programmes for Sky News, including the flagship show *Sky News Tonight* alongside Adam Boulton.

During her career, Dharshini has advised Tesco's board and its then CEO, Sir Terry Leahy,

on broadcast media strategy, acted as an economic consultant to Daiwa Bank and sat as a non-executive member of one of the Financial Conduct Authority's boards.

Dharshini is the author of the *The Almighty Dollar* which explains in accessible terms the economic foundations that underpin the modern world. ◀

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Dr Jonnie Penn

Dr Jonnie Penn, FRSA, is a historian of technology, number one New York Times bestselling author and technologist. He is currently associate teaching professor of AI ethics and society at the University of Cambridge.

Jonnie explores the future of work for millennial and post-millennials in the fourth industrial revolution. He has served as

an expert speaker at the United Nations, European Parliament, Council of Europe, Davos and to the UK House of Lords, as well as for global non-profits and corporations. His thoughts on the direction of AI research have recently been featured in The Economist, IBM Think Leaders, PwC and elsewhere.

Jonnie serves as a faculty affiliate at the Berkman Klein Center at Harvard University,

a research fellow and teaching associate at the Department of History and Philosophy of Science, a research fellow at St Edmund's College and an associate fellow at the Leverhulme Centre for the Future of Intelligence.

He was formerly a MIT Media Lab Assembly fellow, Google Technology Policy fellow, fellow of the British National Academy of Writing and is a popular broadcaster. ◀●

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Natalie Perera

Natalie joined The Education Policy Institute (EPI) in September 2015 as executive director and head of research.

She worked in the Department for Education from 2002 to 2014 on a range of policies including early years, children's services, school

funding and the pupil premium. Between April 2014 to May 2015, Natalie was seconded to the Cabinet Office where she worked in the Deputy Prime Minister's Office. In December 2020, Natalie became CEO at The Education Policy Institute.

She currently serves as a trustee of two Multi-Academy Trusts as well as the Fair Education Alliance and also sits on the board of the Queen's Street Group. ◀●



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Lord Mark Price

Lord Mark Price joined the UK Government as the minister of state for trade and investment at the invitation of David Cameron in April 2016.

He was made a life peer in February 2016 to become The Lord Price CVO and Baron Price of Sturminster Newton. Mark was

reappointed by Theresa May to her post-Brexit Government, with specific responsibility for negotiating the UK's future trade deals. Dubbed 'one of the nation's favourite businessmen' by *The Independent*, Mark was managing director of Waitrose for nine years before also becoming deputy chairman of

The John Lewis Partnership for three years. Mark is the immediate past president of the CMI and a board member of Coca Cola European Partners. He is passionate about creating engaged and happy workforces who, in turn, create longer-term sustainable success for organisations. ◀●