



Making your Global Mark
**University branding, internationalisation and
reputation management conference and workshops**
December 2012 Japan

Programme and Speakers' Biographies

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10th December 2012

シンポジウム プログラム
Symposium programme

司会: ブリティッシュ・カウンシル 教育推進・連携部長 田中 梓
 Chair: Azusa Tanaka, Head of Education, British Council Japan

第一部：課題意識の共有時間 Part 1: Setting the scene		
13:00 – 13:15	開会挨拶 Opening and introduction	ブリティッシュ・カウンシル 駐日代表／ジェフ・ストリーター Jeff Streeter, Director, British Council Japan 文部科学省 国際統括官／加藤 重治 Shigeharu Kato, Director-General for International Affairs, Ministry of Education, Culture, Sports, Science and Technology (MEXT)
13:15 – 13:45	レピュテーション・マネジメント、ブランディング、パブリック・エンゲージメントが高等教育にもたらす影響 The impact of reputation management, public engagement and branding	ユニバーシティ・カレッジ・ロンドン(UCL) コミュニケーション・ディレクター／マーク・サドバリー Mark Sudbury, Director of Communications, University College London
13:45 – 14:05	ザ・ワールド 100 レピュテーション・ネットワークの役割と支援 The role of the World 100 Reputation Network in supporting reputation management	ザ・ワールド 100 レピュテーション・ネットワーク ディレクター／ルイズ・シンプソン Louise Simpson, Director, The World 100 Reputation Network
14:05 – 14:25	日本の高等教育におけるレピュテーション・マネジメントの課題と展望 Reputation management in higher education in Japan - challenges and prospects	九州大学 教育国際化推進室 特任准教授／廣瀬 武志 Takeshi Hirose, Associate Professor, Office for Promoting International Education / Global 30 Project Office, Kyushu University
14:25 – 14:45	大学の国際的な評判構築の取り組み：グローバルな概観 How universities are amplifying their reputation around the world: a global overview	タイムズ・ハイヤー・エデュケーション 世界大学ランキング編集長／フィル・ベイティ Phil Baty, Editor, Times Higher Education Rankings
14:45 – 15:05	第一部：ディスカッション・質疑応答 Discussion and Q & A (Part 1)	
15:05 – 15:20	休憩 Break	



第二部：事例紹介 Part 2: Institutional case studies		
15:20 – 15:35	各国の事例を日本の文脈で理解するために Understanding the case studies in a Japanese context	ユイット株式会社 代表・ブランディング・コンサルタント／宮下 幸子 Sachiko Miyashita, Branding Consultant, Yuit Inc.
15:35 – 16:00	京都大学における事例紹介 Case study from Kyoto University	京都大学国際交流推進機構 副機構長／榎木 哲夫 Tetsuo Sawaragi, Professor and Deputy Director for Research and International Affairs, Kyoto University
16:00 – 16:25	国際的なブランディング：ヘルシンキ大学の事例 International branding case study	ヘルシンキ大学 コミュニケーション・ディレクター／カースティ・レムスト Kirsti Lehmusto, Director of Communications and Community Relations, University of Helsinki
16:25 – 16:50	アジアにおけるレピュテーション・マネジメント Reputation management in an Asian context	香港大学 コミュニケーション・ディレクター／キャサリン・マー Katherine Ma, Director of Communications, University of Hong Kong
16:50 – 17:15	第二部：ディスカッション・質疑応答・まとめ Discussion, Q & A (Part 2) and wrap up	

※The programme is subject to alteration/プログラムは今後変更の可能性あり



11th December 2012

ワークショップ プログラム Workshop programme

司会: ザ・ワールド 100 レピュテーション・ネットワーク ディレクター ルイーズ・シン普森

Chair: Louise Simpson, Director, The World 100 Reputation Network

午前 AM		
10:00 – 10:15	挨拶、シンポジウムで提起された課題について Opening, and summary of issues discussed in the conference	
10:15 – 10:45	セッション 1、2、3 に関する全体説明 Brief introduction of themes by facilitators of workshops 1, 2 and 3 (10 minutes each)	
10:45 – 12:15	分科会形式のワークショップ Morning breakout workshops	
<p>1. 研究の評判を構築する手段としてのパブリック・エンゲージメント Public engagement as a means of raising the profile of university research</p> <p>ファシリテーター Facilitator:</p> <p>キングス・カレッジ・ロンドン パブリック・エンゲージメント・ディレクター／クリス・コー Chris Coe, Director of Public Engagement, King's College London</p> <p>報告者 Rapporteur :</p> <p>ロンドン・スクール・オブ・エコノミクス 外部コミュニケーション・ディレクター Robin Hoggard, Director of External Relations, London School of Economics and Political Science</p>	<p>2. 国際的なPRおよび報道を通じたブランドの普及 Extending the brand through international PR and media coverage</p> <p>ファシリテーター Facilitators:</p> <p>ノッティンガム大学 コミュニケーション&マーケティング・ディレクター／エマ・リーチ Emma Leech, Director of Marketing, Communications and Recruitment, University of Nottingham</p> <p>報告者 Rapporteur:</p> <p>香港大学 コミュニケーション・ディレクター／キャサリン・マー Katherine Ma, Director of Communications, University of Hong Kong</p> <p>報告者 Rapporteur:</p> <p>ヘルシンキ大学 コミュニケーション・ディレクター／カースティ・レムスト Kirsti Lehmusto, University of Helsinki, Director of Communications and Community Relations</p>	<p>3. 国際的な大学のためのマーケティング戦略の立案 Creating a marketing strategy for an international university</p> <p>ファシリテーター Facilitator:</p> <p>ロンドン大学クイーン・メアリー マーケティング & コミュニケーション・ディレクター／タニア・ローズ＝テイラー Tania Rhodes Taylor, Director of Marketing and Communications, Queen Mary, University of London</p> <p>報告者 Rapporteur:</p> <p>ザ・ワールド 100 レピュテーション・ネットワーク ディレクター／ルイーズ・シン普森 Louise Simpson, Director, The World 100 Reputation Network</p>
12:15 – 12:45	各分科会の報告 Report on findings from AM session	
12:45 – 13:45	昼食休憩 Lunch break	



午後 PM		
13:45 – 14:15	セッション 4、5、6 に関する全体説明 Brief introduction of themes by facilitators of workshops 4, 5 and 6 (10 minutes each)	
14:15 – 15:45	分科会形式のワークショップ Afternoon breakout workshops	
<p>4. 危機管理／自然・人的災害における評判のマネジメント Crisis planning/managing reputation during natural/human disasters</p> <p>ファシリテーター Facilitator:</p> <p>ユニバーシティ・カレッジ・ロンドン (UCL) コミュニケーション・ディレクター／マーク・サドバリー Mark Sudbury, Director of Communications, University College London</p> <p>報告者 Rapporteur:</p> <p>キングス・カレッジ・ロンドン パブリック・エンゲージメント・ディレクター／クリス・コー Chris Coe, Director of Public Engagement, King's College London</p>	<p>5. 特長ある強力なブランドの確立 Establishing brand distinctiveness</p> <p>ファシリテーター Facilitators:</p> <p>ロンドン・スクール・オブ・エコノミクス 外部コミュニケーション・ディレクター／ロビン・ホガード Robin Hoggard, Director of External Relations, London School of Economics and Political Science</p> <p>ヘルシンキ大学 コミュニケーション・ディレクター／カースティ・レムスト Kirsti Lehmusto, Director of Communications and Community Relations, University of Helsinki</p> <p>報告者 Rapporteur:</p> <p>ノッティンガム大学 コミュニケーション&マーケティング・ディレクター／エマ・リーチ Emma Leech, Director of Marketing, Communications and Recruitment, University of Nottingham</p>	<p>6. 高等教育における評判とその意味、測定方法:タイムズ・ハイヤー・エデュケーション 世界大学ランキング Reputation in higher education: what is it? Why does it matter? How is it measured? The THE world ranking</p> <p>ファシリテーター Facilitators:</p> <p>タイムズ・ハイヤー・エデュケーション 世界大学ランキング編集長／フィル・ベイティ Phil Baty, Editor, Times Higher Education Rankings</p> <p>ザ・ワールド 100 レピュテーション・ネットワーク ディレクター／ルイズ・シン普森 Louise Simpson, Director, The World 100 Reputation Network</p> <p>報告者 Rapporteur:</p> <p>香港大学 コミュニケーション・ディレクター／キャサリン・マー Katherine Ma, Director of Communications, University of Hong Kong</p>
15:45 – 16:30	各分科会の報告、まとめ Report on findings from PM sessions and wrap up	

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Speakers' biographies スピーカー・プロフィール

Mark Sudbury
Director of Communications
UCL (University College London)



Mark Sudbury is UCL's Director of Communications, responsible for developing the profile and reputation of one of the world's leading universities. He runs an integrated team covering media relations, web / social media, corporate events, student recruitment marketing and international recruitment. Mark joined UCL in 2007 from the UK Government, where he held senior roles at the Cabinet Office and Department of Health, leading communications for major legislation that introduced a ban on smoking in public places. He was previously Head of Public Affairs at the Football Association. Mark currently chairs the World 100 Reputation Network.

About University College London

UCL was established in 1826 to open up education in England for the first time to students of any race, class or religion. Its founding principles, of academic excellence and research aimed at addressing real-world problems, inform the university's ethos to this day.

More than 4,000 academic and research staff are dedicated to research and teaching of the highest standards. Nobel Prizes have been awarded to 21 former academics and graduates and UCL ranks consistently amongst the most-cited universities in the world.

UCL is at the centre of one of the greatest concentrations of world-leading bio-medical research, but has strengths across the disciplines from fine arts to physical sciences.

As London's Global University, UCL has the opportunity and the obligation to use the breadth of its intellectual expertise to help resolve some of the world's major problems. UCL is seizing this opportunity to develop an innovative cross-disciplinary research agenda, including a focus on four Grand Challenges: Global Health, Intercultural Interaction, Sustainable Cities and Human Wellbeing.

More than 40% of the 24,000-strong student community is engaged in graduate studies, with over a third of graduate students pursuing research degrees. Students from almost 140 countries outside the UK study at UCL, making up more than a third of the student body.



Louise Simpson
Director
World 100 Reputation Network



Louise Simpson is Director of The World 100 Reputation Network, and The Knowledge Partnership UK. She is an expert in higher education communications and reputation, and has led research for many universities and government bodies in the UK and Europe. She managed the communications of the University of Cambridge for 10 years before becoming a consultant. In 2006 she founded The World Reputation Network to bring together top universities for research and networking. There are now 25 world-class universities in this partnership. Louise developed HEliX for HEFCE, creating a new methodology for assessing and improving internal communications in universities. She has also developed expertise in European marketing and analysis: in 2008/9 she wrote the business case for the Study in Europe brand for the European Commission, which resulted in the first website aimed at international students planning to study in Europe, and is now working on a three year European Commission project to improve the marketing of Erasmus Mundus programmes. She has created other tools to benchmark university brand and communications – Aurora, a media analysis tool; WASP, a tool to benchmark websites and their brand messages; and ADMIRE, a process to assess stakeholder reputations. She is currently developing a character scale for universities to help them understand their key brand offer.

About The World 100 Reputation Network

The World 100 Reputation Network was formed in 2006 when a small group of top universities came together to create a network and undertake research into reputation. Collegiate in feel, we connect those who manage the reputation of a world-ranked university with others in similar roles.

Membership is corporate rather than individual but each member university nominates a lead contact, typically the director of communications or international director. Our research has looked at the structures of reputation in universities, internal communications, and the role reputation plays in academic career change. Our main project for 2013 looks at reputation and PhD student choice. Our conferences also bring leading reputational speakers and top universities together. Previous World 100 international conferences include Washington (2012) and Hong Kong (2010). There are 25 members of the group, from world-ranked universities in 14 different countries, including UCL, the University of Michigan, the University of Hong Kong, and Seoul National University. Our next main conference will be held in the UK at the University of York, with a study tour to the University of Edinburgh, Scotland, in September 2013.

www.theworld100.com



Takeshi Hirose
Associate Professor
Kyushu University



Having been educated at St. Antony's College, Oxford, Dr. Takeshi Hirose is a moral and political philosopher by training. He has, however, made his professional career not as an academic, but rather as an administrator with a specialty in international education. He has designed and managed a range of study abroad programmes, both inbound and outbound, for Japanese and U.S. colleges and universities. At Kyushu University, where he currently works, Dr. Hirose is extensively involved with the University's on-going effort to expedite 'internationalisation of education' under the government-led Global 30 initiative. Reflecting his dual interests, his publications are in the areas of education and philosophy.

About Kyushu University



KYUSHU UNIVERSITY 2011
100th Anniversary

Kyushu University is a leading research-oriented HEI in Fukuoka, Japan.

Selected as one of the 13 sites for the government-sponsored internationalisation project (Global 30 Project), Kyushu University now offers degree programmes in English in 2 of its undergraduate schools and 17 of its graduate schools. In accord with its internationalisation strategy, the University is also firmly committed to raising the number of its overseas students to 3,900 by 2020. As of November 2012, the University has over 20,000 students, of which about 10% are international students from over 80 different countries.

As a research institution, Kyushu University is particularly well-known for its innovative research into new energy technologies, including hydrogen energy, clean coal technologies, and nuclear fusion. Its vigorous commitment to promoting a sustainable and environmentally-friendly society through clean energy solutions has recently resulted in the co-founding of the International Institute for Carbon-Neutral Energy Research (with the University of Illinois at Urbana-Champaign) in 2009. Taking seriously a university's social responsibility for the global society as a whole, Kyushu University also works with the Grameen Family in Bangladesh to develop technical solutions to meet the urgent needs of disadvantaged people.

<http://www.kyushu-u.ac.jp/english/index.php>



Phil Baty

**Editor, Times Higher Education Rankings
Times Higher Education**



Phil Baty is editor, Times Higher Education Rankings, and editor at large of Times Higher Education magazine.

Phil has been with the magazine since 1996, as reporter, chief reporter, news editor and deputy editor.

He was named among the top 15 "most influential in education" 2012 by The Australian newspaper. Phil received the Ted Wragg Award for Sustained Contribution to Education Journalism, part of the Education Journalist of the Year Awards and run by the Chartered Institute of Public Relations, in 2011. In 2007, he was a runner-up for the annual Paul Foot Award for Campaigning Journalism, run by The Guardian newspaper and Private Eye magazine.

In 2011, Times Higher Education was named Weekly Magazine of the Year and Media Brand of the Year (business category) by the Professional Publishers' Association.

Phil is a regular speaker at international conferences, contributing in 2011 to events organized by the United Nations Educational, Scientific and Cultural Organization, the World Bank, the Organization for Economic Cooperation and Development, British Council and others. Phil writes regularly on global higher education for leading newspapers.

Phil can be found on Twitter at @phil_baty and @THEworldunirank

About Times Higher Education

Times Higher Education is the UK's most authoritative source of information about higher education. Designed specifically for professional people working in higher education and research, Times Higher Education was founded in 1971 and has been online since 1995.

Times Higher Education is published by TSL Education Ltd.



Sachiko Miyashita
Branding Consultant
Yuit Inc.



As Branding Consultant with Yuit Inc., Sachiko Miyashita leads on domestic and international corporate branding, product branding, regional branding and the creation of flagship brands. She has also been involved with the Tokyo Olympic bid. Sachiko is currently expanding Yuit's activities in the area of university internationalisation branding.

About Yuit Inc.

Yuit provides a range of services related to branding and design. Our extensive offers include support for universities on branding /communication with an international audience (internationalisation branding), support for companies operating internationally and domestically, establishing regional brands and holding seminars on branding. We believe an unmatched brand gives you the power to connect and engage with diverse people and communities.



Tetsuo Sawaragi

**Professor and Deputy Director for Research
and International affairs**

Kyoto University



Tetsuo Sawaragi is a professor in the Department of Mechanical Engineering and Science in Kyoto University's Graduate School of Engineering. In addition to his professorship, he holds the concurrent posts of deputy director for research and international affairs and deputy director-general of the Organization for the Promotion of International Relations (OPIR). Prof. Sawaragi received his B.S., M.S. and Ph.D. degrees in Systems Engineering from Kyoto University in 1981, 1983 and 1988, respectively. From 1991 to 1992, he was a visiting scholar in the Dept. of Engineering-Economic Systems of Stanford University. He was a project leader of the government sponsored 21st Century COE Program "Center of Excellence for Research and Education on Complex Functional Mechanical Systems" of Kyoto University. He is now engaged in establishing a new Inter-Graduate School Program for Design Studies that is mainly based on the cooperation of four of Kyoto University's graduate schools: informatics, engineering, management and psychology. This program is run under the auspices of the Program for Leading Graduate Schools fully sponsored by the Ministry of Education, Culture, Sports, Science and Technology (MEXT) of Japan, with the cooperation of Kyoto City University of Arts, overseas universities, and the industrial sector. He is currently a member of MEXT's Central Education Council.

About Kyoto University

Kyoto is a city where the ancient and modern intermingle, and a unique balance is achieved between tradition and innovation. Far from being a mere stagnant stronghold of tradition, Kyoto has an open and forward-looking spirit, which has been embraced by the many successful international businesses that are based there. The combined influences of the city's contemplative traditional culture and stimulating progressive attitude provide an ideal environment in which students of all disciplines can thrive.

Advances in science and technology coupled with environmental upheaval have changed the ways in which humanity and nature are perceived and understood. Kyoto University's Mission Statement declares our intention to pursue harmonious coexistence within the human and ecological community on this planet. In this context, the term "community" includes all life on Earth, and extends to its surrounding inter-planetary space. Inspired by the lofty ideals of this mission statement, we challenge students and researchers from around the world to not only exceed their goal of becoming a specialist in their chosen field, but also to endeavour to address the issues most urgent for the global community.



Kirsti Lehmusto

**Communications Director, Communications and
Community Relations**

University of Helsinki



Kirsti Lehmusto was educated in Helsinki, Finland at the Helsinki School of Economics and Business Administration. She has a strong background in Finnish retail business and as a marketing director. She is a member of the boards of notable Finnish foundations, such as the Kone Foundation, which promotes Finnish academic research, arts and culture.

Kirsti Lehmusto has participated in the executive education of INSEAD at Fontainebleau.

She came to the University of Helsinki from the Ogilvy/Taivas group, which is an advertising, marketing and public relations agency.

Her interests include modern literature, including contemporary Chinese and Indian literature.

About The University of Helsinki



The University of Helsinki is one of the best multidisciplinary research universities in the world. The high-quality research carried out by the university creates new knowledge for educating diverse specialists in various fields, and for utilisation in social decision-making and the business sector.

The University of Helsinki is an international academic community of 40,000 students and staff members. It operates on four campuses in Helsinki and at 17 other locations.

Founded in 1640, the University of Helsinki wants to strengthen its position among the world's leading multidisciplinary research universities and to actively promote the well-being of humanity and a fair society.



Katherine Ma
Director of Communications
University of Hong Kong



As Director of Communications at HKU, Katherine Ma is in charge of the University's communication strategies, stakeholder relationship management, and holds the custodianship of the University's reputation and brand. Managing a team of 26 people in the Communications and Public Affairs Office, and reporting to the Vice-Chancellor, she acts as a counsel to the Management in strategic communications. Her Office is responsible for the University's international and local media relations, public affairs, ceremonies and events, the University website, online and print publications, editorial services and productions. The Office also lends support to the communication activities of the 10 faculties and 100+ departments and centres of the University.

About The University of Hong Kong

The University of Hong Kong (HKU) is the first and oldest institution of higher learning in Hong Kong, and was founded in 1911, incorporating the Hong Kong College of Medicine (est. 1887).

For over a century, the University has dedicated itself to creating knowledge, providing education, and serving society. It has grown with Hong Kong and generations of its graduates have helped shape the city from which the University takes its name.

Today, HKU has an established worldwide reputation for being a research-led comprehensive University with ten Faculties and a strong commitment to intellectual freedom, liberty and diversity.

HKU strives to attract and nurture outstanding scholars through excellence and innovation in its teaching and learning, research and knowledge exchange activities.

More than half of our professoriate staff are from outside Hong Kong, and over 33% of our 23,000-strong student body are international students who have joined us from over 50 countries worldwide.

HKU's research areas and themes reflect issues of local, regional and global concern and bring together experts from diverse disciplines. The University has academic partnerships with over 300 universities and research institutes around the world.

Through these endeavours, the University will continue to contribute – in this globalised, knowledge-based 21st century – to the development of leaders and to the advancement of society locally, regionally and internationally.



Chris Coe
Director of Public Engagement
King's College London



Chris Coe joined King's College London as Director of Communications in 1999, and in 2011 was appointed Director of Public Engagement with responsibility for establishing the College's public engagement function, embedding an engagement culture within the College, and managing a wide range of public events and involvement with external partners.

Chris has 20 years' experience in public relations, and his career has spanned working in a PR consultancy, heading the corporate communications department of an international charity and that of one of the UK's major teaching hospitals. For several years he was chairman of the PR Directors' Committee of the Russell Group of top UK universities, and is British representative to EUPRIO, the European universities' PR association.

About King's College London

King's College London is one of the top 30 universities in the world (2012/13 QS international world rankings), and the fourth oldest in England. A research-led university based in the heart of London, King's has more than 24,000 students from nearly 140 countries.

King's has an outstanding reputation for providing world-class teaching and cutting-edge research and has an overall annual income of £525 million.

King's has a particularly distinguished reputation in the humanities, law, the sciences (including a wide range of health areas such as psychiatry, medicine, nursing and dentistry) and social sciences. It has played a major role in many of the advances that have shaped modern life, such as the discovery of the structure of DNA and research that led to the development of radio, television, mobile phones and radar.



Emma Leech

**Director of Marketing, Communications and Recruitment
The University of Nottingham**



Emma Leech BA (Hons) MBA FRSA FInstILM FCIPR FCIM FCMi FIIC MIoD

Emma Leech is Director of Marketing, Communications and Recruitment at the University of Nottingham.

She chairs the Chartered Institute of Marketing's HE Member Interest Group and sits on the CIM's Senate and the CIPR's Disciplinary Committee.

Emma started her career in fashion and consumer PR, working in tourism and destination marketing before settling in higher education in 1997.

A Chartered Marketer, Chartered Manager, and a Chartered PR Practitioner, she has won a string of awards over two decades.

Emma's team won both the 2011 THE Outstanding Leadership and Management Award Communications and Marketing Team of the Year award and the 2012 Heist Marketing Team of the Year Award. She was recently announced as the 2011 International Brand Master and became the IoD/CIPR Public Relations Director of the Year 2012. Emma holds an MBA and various marketing, PR and management qualifications.

About The University of Nottingham

The University of Nottingham is ranked within the top 1% of all universities worldwide and 74th by the QS World University Rankings. Placed seventh in the UK for research power by the latest Research Assessment Exercise (2008), Nottingham is a major research institution delivering work of international significance.

The University of Nottingham is the fifth largest university in the UK with students from more than 150 countries. It has over 42,000 high calibre students and campuses in the UK at University Park, Jubilee Campus and Sutton Bonington, as well as in Ningbo, China and Semenyah, Malaysia. Nottingham pioneered the introduction of overseas campuses as part of an international strategy which is unique in its ambition, depth and achievement.

Founded in 1881, the University gained its Royal Charter in 1948. It is seen as a top-flight institution and is a member of the Russell Group, Universitas 21, the Association of Commonwealth Universities and the European Universities Association.

Nottingham is one of the UK's most popular universities with in excess of 40,000 applications per year. It has five Faculties: Arts, Engineering, Medicine and Health Sciences, Science, and Social Science.



Tania Rhodes-Taylor
Director of Marketing and Communications
Queen Mary, University of London



Tania is a marketing and communications professional with over 20 years' experience in these areas. She joined Queen Mary, University of London, in March 2012 to take on the newly created position of Director of Marketing and Communications and has overall responsibility for the development and implementation of the Marketing and Communications activities at Queen Mary. Prior to this Tania had spent five years as Head of Marketing, Development and Communications at the Institute of Education, University of London.

Most of Tania's earlier career was in the private sector with large multi-nationals including extensive experience of living and working in and across Asia and the United States. She has also worked for a literacy charity and the UK's Department for Education. Tania has an MBA in Higher Education Management, a PGDip in Marketing and a BA (Hons) in Art History.

About Queen Mary, University of London

Queen Mary, University of London is one of the UK's leading research-focused higher education institutions. With around 16,900 students, 3,800 staff and an annual turnover of £300m, we are one of the biggest University of London federated colleges. We teach and research across a wide range of subjects in the humanities, social sciences, law, medicine and dentistry, and science and engineering. Based in a creative and culturally diverse area of east London, we are the only London university able to offer a completely integrated residential campus. We recruit students from across the world with approximately 25% of our student population from outside of the UK. External recognition of the quality of our teaching and research was confirmed by our invitation to join the prestigious Russell Group in 2012.



Robin Hoggard
Director of External Relations
London School of Economics and Political Science



Robin Hoggard has been Director of External Relations at the London School of Economics and Political Science (LSE) since June 2007. He was born and mainly educated in the UK but also studied Chinese language and history in Beijing and at Fudan University, Shanghai, as part of a Master's degree in Chinese politics at London's School of Oriental and African Studies. He joined the British Diplomatic Service in 1982 and, after studying Japanese, undertook diplomatic postings in Tokyo, London, at NATO in Brussels working on European security after the end of the Cold War, again in Tokyo as Consul General in 1998-2003 and briefly in Ankara. His final position before leaving to join LSE was as Head of the Research Analysts in the Foreign & Commonwealth Office in London (2004-07).

About the London School of Economics and Political Science

LSE is a specialist university with an international intake and a global reach. Its research and teaching specialise in the social sciences, defined broadly and ranging from economics, politics and law to sociology, anthropology, accounting and finance. LSE was founded in 1895 by members of the Fabian Society, a group of non-Marxist evolutionary socialists who later became an important influence in the British Labour Party. Central to their thinking was the notion that academic expertise should contribute to the good of wider society. By the standards of UK universities, LSE is small, with only 9,000 full-time students. By any standards it is highly international, with two-thirds of students, and many faculty, coming from outside the UK. There are over 100,000 alumni in almost every country of the world. 16 Nobel prize winners have been LSE staff or alumni.



About the Organiser



The British Council is the United Kingdom's international organisation for educational opportunities and cultural relations. We build engagement and trust for the UK through the exchange of knowledge and ideas between people worldwide.

This programme, provided in partnership with The World 100 Reputation Network, forms part of the British Council's initiatives in Internationalising Higher Education. Through the creation of wide-ranging opportunities in education, we aim to promote the exchange of knowledge and people for the cultural and economic benefit of global society.

The British Council has been leading the debate on reputation management in Japan. In December 2011 the British Council hosted a symposium and workshop on university branding which brought together over 100 leading representatives of higher education in Japan. This programme looks to further develop the debate.

主催者について

ブリティッシュ・カウンシルは、英国の公的な国際文化交流機関として、教育・文化交流の分野で活動しています。人々の知識やアイデアの交流を促進し、世界各国と英国の相互関係や信頼を深めることを目的としています。

今回のイベントは、ブリティッシュ・カウンシルの教育推進・連携部が行う高等教育の国際化推進の一環として、ザ・ワールド 100 レピュテーション・ネットワークとの共催で開催されています。教育推進・連携部は、幅広い教育の機会の提供を通じて、日英の知識・人材の交流を促進し、文化的・経済的・国際的に豊かな社会・生活を創出することを目指しています。

ブリティッシュ・カウンシルは、日本における高等教育のレピュテーション・マネジメントに関する議論の場を積極的に提供してきました。2011年12月には、シンポジウム／ワークショップ「国際化を目指す大学にとってのブランディング」を開催し、100人以上の高等教育関係者が、大学の個性や独自性を強化し、周知させるための大学のブランディングのあり方について意見交換を行いました。今回のイベントは、この議論をさらに発展させることを目的としています。

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