



HIGHER ED SUMMIT

HORIZONS

BARCELONA 2018
PROGRAMME



EDUCATION CLOUD KEYNOTE

Reimagining Education Through Digital Transformation

The higher education landscape is changing, and many schools find themselves at an inflection point. They face pressures from shifting demographics, increased student mobility, decreased funding, and international competition. And there is a tremendous opportunity for universities to adapt and transform to enhance the student experience.

From providing degrees to enabling lifelong learning. From creating generic experiences to delivering individualised engagement on digital channels. From being seen as a necessary step to being seen as a true partner in the student's search for a purposeful place in the workforce. It's a new vision for education. That's why the theme of the first Higher Ed Summit Horizons is *Education Reimagined*. We believe that we can realise this vision if we work together.

Hear from the Provost at our co-host school, Universitat Pompeu Fabra, around his vision for reimagining education through digital transformation.

Learn insights and best practices from London School of Economics ranging across the Education Cloud from Recruitment and Student Success to Alumni Engagement and Fundraising.

Discover how our community innovates with Salesforce to transform the student experience and become a digitally Connected Campus.



UNIVERSITY OF OXFORD - SAÏD BUSINESS SCHOOL

Driving Digital Transformation at the World's Oldest University

Learn how Saïd is using Salesforce to underpin a digital transformation journey that is re-shaping one of the youngest business schools embedded in one of the oldest universities. Oxford has been teaching students as far back as 1096, making it the oldest university in the English-speaking world. By contrast, the Business School is just 21 years old, where in this short time, the school has become synonymous with global classes. Saïd is also a member of the Global Network for Advanced Management (GNAM), a consortium of 29 leading business schools.

GEORGETOWN UNIVERSITY

Creating Digital Experiences with Salesforce Communities

Did you know that communities are your opportunity to create the most advanced and engaging digital experiences for your students, staff and beyond? And Georgetown is on the cutting edge - creating a singular community to transform the digital experiences of faculty, students and constituents. Learn how the university is using Salesforce to give their staff and faculty the best-in-breed user experiences that are easy to navigate, accessible and consumer-grade.

ECOLE DES PONTS BUSINESS SCHOOL

Co-innovating with HEDA to Transform Ecole des Ponts Business School's Management Systems

Learn how Ecole des Ponts Business School co-innovates for designing and building a new and highly-ambitious integrated system by leveraging Salesforce, HEDA and Community Cloud. In this session, learn how walk the talk of our motto "Tomorrow needs a new mindset! » and transform you entire campus.

UNIVERSITAT OBERTA DE CATALUNYA (UOC)

Building the Foundation: Salesforce Platform & HEDA

Discover UOC's personal journey from design thinking to strategy planning, hear from a peer what questions to ask yourself when thinking about connecting legacy systems across your entire university and why implementing Salesforce will help you enhance all your business processes.

HARVARD KENNEDY BUSINESS SCHOOL

Transforming the Harvard Kennedy School recruitment experience

The John F. Kennedy School of Government at Harvard University has adopted Salesforce to offer an efficient and professional recruitment experience for staff, faculty and program participants. Our new system leverages a many tools to accomplish these goals, including Community Cloud, Pardot, Einstein, and several AppExchange apps. Six months into the journey, this session will highlight the early successes and challenges encountered.

BUCERIUS LAW SCHOOL

Leveraging Salesforce for Fundraising, Alumni Networks and Career Services

The student is our main focus and increasing our service across the university is the most important goal. Thus, becoming a connected campus is crucial to our success. Our vision is to use Salesforce to administer contacts and contracts for fundraising purposes, manage our alumni network and internships in partnering with career services, and run our application processes all with the platform. Learn how Bucerius intends on further integrating their entire student life cycle and providing a 360 view of the student by using Community Cloud.

EMD ECOLE DE MANAGEMENT

The Salesforce Platform in Action for Higher Ed

Learn how EMD Business School uses Salesforce to streamline all its business operations & manage its student-related information from accounting to marketing activities all the way to course management. Take a closer look at how this rising business school rationalises the programming of a course, manages grade and attendance, communicates in real-time with students & staff, and even tracks internships all on the Salesforce Platform..

HOGESCHOOL VAN AMSTERDAM & RADBOD UNIVERSITY

Thought-Leadership Panel

Engaging today's alumni requires creativity, personalisation and a presence across multiple channels. Learn how thought leaders in this space, including Hogeschool van Amsterdam and Radboud University, are building scalable solutions to build affinity and engage alumni.

AFRICAN LEADERSHIP UNIVERSITY How to Build Student Recruitment, Admissions and Engagement Solutions across Multiple Campuses

The African Leadership University is a startup higher education institution with campuses in Mauritius and Rwanda and expanding rapidly throughout the African continent. Through their partnership with Salesforce they are building systems and processes to help achieve their audacious goal of educating 3 million ethical entrepreneurial leaders by 2060. Over the last two years ALU has been implementing unified systems for recruitment, engagement and student life and sees Salesforce as the backbone of their technical strategy.

« We believe technology is the key to lowering the cost of our educational offering thereby making it accessible to a wider outstanding African youth. Salesforce enables us to quickly scale our platform which is critical to our mission success of transforming the African continent by unleashing the potential of its greatest asset: it's youth! ». This presentation will cover the highlights and learnings from that journey thus far.

ISDI

Reinventing the Present & Future Student Experience

The first native digital business school shares how they have delivered a seamless student experience with Salesforce to help you connect with your prospects, students, alumni, and other individuals in a powerful, personalised way across every channel.

TRAILHEAD FOR STUDENTS

Trailhead for Students: Skilling-up for the Digital Workforce

How are innovative educators using Salesforce in the classroom? Our Trailhead for Students program partners with universities, colleges, and educational non-profits to provide everything educators need to prepare students for careers in the Salesforce economy. Discover how faculty are incorporating Salesforce into the curriculum in innovative ways, creating a hands-on experience for students, and teaching students to solve real-world problems. Also learn the latest about our recently launched Talent Hub, connecting employers with early career seekers for internships and jobs in the Salesforce ecosystem.

REIMAGINING EDUCATION FOR THE 21ST CENTURY

Thought-leadership Panel

African Leadership University, VP Global Affairs
Universitat Pompeu Fabra, Vice Provost

The traditional model of higher education is increasingly less sustainable and relevant to today's changing world. There is a growing disconnect between what students learn in the classroom and the skills they need when entering the workforce. Universities worldwide are struggling with bridging this skills gap. Arguably, to truly innovate education, rather than to try and change existing models, we should look at developing new models of higher education relevant to the 21st century

ESSEC BUSINESS SCHOOL

From lead generation to admission retention, discover how to recruit the best academic students

Learn how ESSEC Business School levelled the game with world-class universities by leveraging digital to its full extent to attract students from all over the world. Discover how ESSEC Business School uses Salesforce to deliver a flawless admission experience to their candidates and recruit the best-in-class talents globally.



HEDA

HEDA (Higher Education Data Architecture): Overview, What's New, and Roadmap

"Why HEDA?" is the question many educational institutions ask when they are first starting out with CRM within education. This session will provide a high level overview of what HEDA is, how it fits into the overall Education Cloud ecosystem, and how universities can get started with the HEDA. Learn some of the latest features that have been released, what's in the roadmap, and how institutions can get more involved with the HEDA community

RECRUITMENT & ADMISSIONS

Delivering a Personalised Experience from Recruitment to Admissions and Enrolment

Learn how Salesforce supports Recruitment and Admissions from Inquiry to Enrolment, providing a holistic view of prospects and applicants, from automating the recruitment funnel to creating personalised and targeted marketing journeys, and providing rich, data driven insights to improve every aspect of the recruiting process.

STUDENT SUCCESS

Transforming the Student Experience

With increased student expectations and rising university costs, Salesforce for Student Success provides universities with a 360-degree view of every student, enabling frictionless service and cultivating strong relationships between students, faculty, and staff. Understand how to innovate and achieve your vision to improve student engagement and retention, proactively identify at-risk students, and help every student succeed.

ALUMNI & FUNDRAISING

How To Engage Alumni and Potential Donors in 5 Steps

How do you personalise communications and leverage prospect research within the Salesforce ecosystem? How does one get started? And if universities are already using Salesforce, how can they accelerate their efforts? In this session learn about real-world use cases for using Salesforce technology to engage alumni and potential donors. Attendees will take away 5 critical steps to alumni engagement from our very own Salesforce community, industry trends that support these new strategies and a list of resources and Salesforce community members to contact after the conference.

CLOSING KEYNOTE

Generation K: How to engage the Post-Millennials

You may know all about millennials by now. But what about what comes next? Based on her 5 years of cutting edge proprietary research on today's 15-24 year olds, Professor Noreena Hertz shares deep insights into who the post-millennial generation is, what they care about, how they behave, what they want and how they consume. Shaped not only by technology, but also the worst recession in decades and a world of heightened existential threat Hertz argues that this generation is profoundly different to others including the older millennials. If you want to engage them and future proof your institution, it's critical to understand just how different they are.

