



**Bournemouth
University**

FESTIVAL of LEARNING

China

**Global Festival of
Learning-China 2017**

Guangzhou

16 May 2017



www.bournemouth.ac.uk/global-fol

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Key

These icons show the type of event

Activity type



Interactive workshop



Lecture/talk



Exhibition



Cultural performance

Audience type



General audience



Academics and students



Businesses/industry/NGOs

Photography & filming

Photographs and video footage will be taken at the GFOL for use in promotional material. If you do not want to be featured, please let us know at the registration desk.



WELCOME

We are delighted to welcome you to our Global Festival of Learning China 2017. Our Global Festival of Learning builds on our popular UK-based Festival which is now in its fifth year running.

The Festival of Learning is a celebration of learning and has showcased BU's research and expertise to a wide and varied audience over the last five years. In recognition of our home-grown Festival's growing popularity and reputation, and following a highly successful pilot in 2016, we are now taking the Festival of Learning global again this year. This year's China Festival of Learning has been designed to showcase and disseminate the expertise of both our institutions and in doing so, we hope it will inspire learning, encourage new thinking, and

nurture creativity and innovation. We know that the success of this Festival is made possible by the many people who have worked so hard in planning and organising such a rich and varied schedule of interactive sessions and activities. A huge thank you therefore to the staff and students who have travelled to China as part of the festival as well as those from our partners here in China and who have got us to this point. We wish you all a very enjoyable and productive Festival and a memorable stay in China.

Professor John Vinney, Vice-Chancellor, Bournemouth University

The Global Festival of Learning is our way of celebrating learning and knowledge and what better way to start this event than to be here with colleagues in China. Although this is only the second Global Festival of Learning it is already attracting much attention and this year we focus on some of the more pressing issues that are being faced in the UK and China.

Together with our partner institutions in China, we have arranged a fantastic programme of keynotes, plenary sessions and cultural activities, covering topics ranging from leadership and management, and technology and innovation in learning too. We look forward to engaging and sharing thoughts with colleagues and people during the Festival and experiencing the fantastic programme of social and cultural activities arranged for us by our wonderful hosts here in China.

**Dr Sonal Minocha, Pro Vice-Chancellor
(Global Engagement)**

The Global Festival of Learning is more than just an event – it is how BU works closely with our valued partners to co-create impact with communities and regions across the globe. We are confident that you will meet like-minded people, create new ideas, share common professional ground, inspire others and celebrate the joy of learning so that the Festival is both stimulating and rewarding.

**Professor John Fletcher,
Pro Vice-Chancellor
(Research and Innovation)**



FEATURED EVENTS

BOURNEMOUTH UNIVERSITY MASTERCLASS

Developing women leaders – A global perspective

Dr Parisa Gilani, Lecturer – Human Resources and Organisational Behaviour,
Faculty of Management,
Bournemouth University

 14:00



This session will:

- Explore the perceived gender issues of students in China
- Present some of our initial research findings from interviews with our UK Developing Women Leaders students.

Bournemouth University (BU) launched a Developing Women Leaders pilot Programme (DWL) aimed at final year business and management students. The goal of the DWL is to offer participants an opportunity to reflect on some of the gendered discrimination that occurs within the workplace. As such, the aim is to raise awareness of some of these issues before women enter organisational life and benefit from learning and experience of external speakers. This programme also forms the basis of a qualitative research project, which aims to evaluate impact and investigate some of the issues / challenges that these groups of students are concerned about.



Digital me

Dr Elvira Bolat, Senior Academic in Marketing, Global Engagement Lead (Department of Marketing, Faculty of Management), Bournemouth University

 14:00



On average people spend 22 hours per week on social media. Digital technology is embedded in every aspect of our lives. We are all digital: we study digitally, we communicate digitally, we socialise

digitally, and we do business digitally. Dr Bolat and her research supervision students have conducted numerous studies around digital business and consumption featured as Digital Me @BU studies at <https://digitalmebu.wordpress.com/>. This talk will communicate the results of a student-academic collaborative research project that examines the role of fitness and health technology in the promotion of healthy lifestyles and in driving behavioural changes among users of such technology.

FoodSmart: Think smart, eat smarter

Professor Heather Hartwell, Foodservice and Applied Nutrition Research Group, Bournemouth University

 **14:00**



Professor Hartwell will present an innovative project that will transform health. Compared to meals prepared at

home, meals eaten out tend to contain more calories, total fat and saturated fat and it is here where the consumer has very little knowledge of the nutrient profile of the dish they are eating. The workshop will introduce the EU funded FoodSmart project and allow participants to test the next generation of prototype by using the Android system application.





**TUESDAY
16 MAY**

SYS Kaifeng Hotel,
Guangzhou, P.R.China

Event programme

**Theme: UK-China global talent forum:
Shaping global talent in the 21st century**

- | | |
|-----------------|---|
| 12:00 | Coffee and welcome
Exhibition showcasing Global BU Projects;
BU programme interviews |
| <hr/> | |
| 12:30-
13:30 | Lunch for BU staff and students |
| <hr/> | |
| 14:00 | Meeting the expert: BU Masterclass:
Developing Women Leaders
Dr Parisa Gilani, Lecturer in Human Resources &
Organisational Behaviour
FoodSmart
Professor Heather Hartwell
Digital Marketing
Dr Elvira Bolat, Senior Academic in Marketing |
| <hr/> | |

15:30	Refreshments
15:45	UK-China global talent forum: How to develop future-ready graduates for the global workforce Dr Sonal Minocha, Pro Vice-Chancellor (Global Engagement), Bournemouth University
17:30	Break
18:30	Employer engagement dinner and networking



UK-China global talent forum: How to develop future-ready graduates for the global workforce

Dr Sonal Minocha, Pro Vice-Chancellor (Global Engagement),
Bournemouth University



15:45-17:30



This plenary session will bring together academics, professionals and employers from both UK and China to explore the challenges facing UK and China employers

of how to create and develop future global talent, and how to equip graduates with global employability skills that will enable them to have global careers in a globalised working environment.

Panellists will include officials from the British Council in China, academics and student employability support managers from Bournemouth University and Chinese Higher Education institutions, practitioners and employers from both the UK and China, and a top global recruitment agency, as well as students from the UK.





**HOW TO
FIND US**

Sun Yat-sen Kaifeng Hotel
China, Guangdong Sheng,
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Binjiang Lu, Binjiang E
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