

WE STAND FOR AMBITION.

University of
Kent

Alumni Summer School

2024



Welcome to our Alumni Summer School



**Four action-packed days in July for you to return and learn for free!
Come in person or join us online.**

Dear graduates. We've missed you ... and we hope the feeling is mutual with your desire for continued professional development. So, we have put together a Summer School to give you, as a member of our valued alumni community, the opportunity to return to Kent Business School to reconnect and join the latest discussions around current business issues that are impacting you and your organisations. The programme is designed to be flexible around your work commitments and you can join us for as many workshops as you would like. We have also planned in some social time to reconnect with your former classmates or make new acquaintances from different cohorts. There will also be quiet spaces available if you need to check emails or take calls.

This year's programme builds on the success of last year's MBA Alumni Summer School and includes something for everyone. **The first two days are open to all KBS alumni, whilst the last two are specially curated for MBA alumni.** However, if the subject matter is relevant to your current role or workplace, you are welcome to join us for regardless of which course you studied.

'How to' and 'How do' workshops

Each workshop will be hosted by resident KBS experts, visiting academics, local businesses, or alumni experts who will share their latest research/knowledge on a subject of interest in the current business climate. As always with Kent Business School, this should provoke a sharing of views and experiences from the audience. We have designed the workshops to give you an insight into 'how to' apply each subject to your business environment right now.

How to book

Great news: this year, the workshops are all free again! You have the option to join in person in the MBA Suite in Sibson, or online via Zoom. If you are coming in person, refreshments will be provided, as well as networking drinks at the end of the day. We can also advise on parking and accommodation on campus, if required. **We do need you to book each workshop, especially if you are coming in person, as places in the MBA Suite are limited to 50!**

I hope to see you at some or all of the workshops.

Debbie Kemp, MBA Director



“It’s great to see Kent MBA leading the way on lifelong learning and development and becoming a learning organisation. I thought it was a perfect mix of theory, research, case studies, discussions, and networking opportunities from different MBA cohorts. It was a really enjoyable learning environment, whilst making new contacts and friends, and I look forward to future Kent MBA Alumni Summer Schools.”

Dr Kush Kanodia, MBA alum (2006)

'How to ...' workshops

ALL alumni

TUESDAY 2 JULY, 10am - 12noon

How to embrace flexible working in intergenerational workplaces

Jemma Fairclough Haynes, CEO, Orchard Employment Law

09:30 - 10:00 Sign in and refreshments



In this workshop, we will look at exactly what flexible working is. No doubt you will be familiar with the terms hybrid and remote working, job sharing, 4-day weeks, part-time schedules, and flexi-time but, since the advent of Covid, employees are increasingly looking for more flexible working arrangements that fit around their lives and responsibilities. We'll cover the new Flexible Working Bill, what it is and what it isn't, before examining how flexible working can benefit a business and when it might hinder a business. Next we'll discuss how flexible working can meet diverse needs across different age groups, before concluding with some predictions for how workplaces will operate in the future.

Reserve your seat in the MBA Suite: <https://bit.ly/3QIEjdR>

Register to join us online: <https://bit.ly/4bnKDdp>

TUESDAY 2 JULY, 2pm - 4pm

How to pioneer a new approach to workplace wellbeing, develop outstanding leaders and workplace culture

Anwen Cooper and Dan Corpe, Co-Founders of Thrivall

13:30 - 14:00 Sign in and refreshments



Many companies are experiencing increasing levels of stress absence and presenteeism. As the recent Burnout Report from Mental Health UK in January 2024 reported, the "UK risks being a 'burnt-out nation' due to poor mental health". This causes difficulty recruiting and retaining talent, amongst other issues. New solutions are urgently needed, to enable individuals and businesses to realise their full potential. Join a conversation to explore new ways to build resilience in your team and discover an innovative approach to create exceptional leaders and an outstanding place to work through investment in workplace wellbeing.

Reserve your seat in the MBA Suite: <https://bit.ly/3UkAalm>

Register to join us online: <https://bit.ly/4bw3MK3>

Join us for a drink afterwards and enjoy some networking with your peers.

WEDNESDAY 3 JULY, 10am - 12noon

How to win in a battle of the contracts: a workshop on contract law

Sue Tarrant, Senior Lecturer in Law Innovation and Enterprise

09:30 - 10:00 Sign in and refreshments

ALL alumni



No matter what area of business you work within, you can't avoid being subject to contracts – whether you're making a sale, engaging a supplier, or setting the parameters of a hard-earned negotiation. But how do you ensure that those contracts provide you with the most favourable terms whilst still being fair? And what happens when you can't agree on whose terms should govern the deal? This workshop will help you to understand how contracts are validly formed, and how to navigate the often-bewildering minefield of terms and conditions they can contain. With reference to current legal developments as well as long-established principles of contract law, this session will help you ensure that, in a battle of the contracts, you have the upper hand.

Reserve your seat in the MBA Suite: <https://bit.ly/4dm4gUe>

Register to join us online: <https://bit.ly/44NrOxH>

WEDNESDAY 3 JULY, 2pm - 4pm

How to use AI to transform: stories from a third-generation family business

John Parkinson, CEO, HRGO plc and members of the team

13:30 - 14:00 Sign in and refreshments



John Parkinson, CEO and 3rd generation co-owner of HRGO plc, and the team give us a step-by-step account of their AI journey. As a third-generation family business, the group has reinvented itself many times; this story walks us through their research partnership with the University of Kent, their introduction of AI into the business, and stories of their successes and failures with new product launches with AI. Join them for some demonstrations, stories, and an opportunity to ask questions of an AI team who are working day-to-day to prototype and deploy AI into business.

Reserve your seat in the MBA Suite: <https://bit.ly/4aXqnz1>

Register to join us online: <https://bit.ly/3WMMqZx>

Join us for a drink afterwards and enjoy some networking with your peers.

THURSDAY 4 JULY (open to MBA and MSc Healthcare Alumni)

How do we deliver the business in healthcare

Rhona Clover, Seeth Krishnamurthy, and Avtar Verdee (MBA alumni)

09:30 - 10:00 Sign in and refreshments



As the world ramps up activity following Covid, the Healthcare system in the UK is struggling. The need to meet increased demand for services, funded with smaller budgets and staffed by an exhausted workforce are presenting managers with a trifactor of challenges not faced before. In this workshop we will look at implications for the NHS as a business, trying to achieve sustainability for the future whilst meeting conflicting stakeholder demands today.

A workshop led by three former Kent MBA alumni: Rhona Clover, Head of Operational Services Health Visiting at Kent Community Health NHS Foundation Trust; Seeth Krishnamurthy, General Manager Acute Medicine, Geriatrics and Stroke Services at Maidstone and Tunbridge Wells NHS Trust; and Avtar Verdee, Deputy Director, Estates Facilities and Capital Projects at Dartford and Gravesham NHS Trust.

Reserve your seat in the MBA Suite: <https://bit.ly/3xWt4Cn>

Register to join us online: <https://bit.ly/3QVWCXb>

THURSDAY 4 JULY (open to MBA Alumni)

How to navigate health and social care policy

Dr Catherine Marchand and Dr Simon Fletcher, Centre for Health Services Studies

13:30 - 14:00 Sign in and refreshments



In this session, Dr Catherine Marchand and Dr Simon Fletcher will discuss how dominant narratives and complex politicisation inhabits and influences health and social care policy development. Using examples such as integrated care, increasing use of the independent sector/privatisation, and obstetric care (relating to gender inequalities), the session will explore the difficulty in disentangling political and ideological agenda from healthcare policy. This session will also provide an opportunity for an interactive forum, in which you can reflect on political and ideological influence on health and social care policy and how this might be confronted, mitigated or utilised.

Reserve your seat in the MBA Suite: <https://bit.ly/3y1N4Dx>

Register to join us online: <https://bit.ly/4bPLraJ>

Join us for a drink afterwards and enjoy some networking with your peers.

FRIDAY 5 JULY (open to MBA Alumni)

How to be a crisis leader in the face of an ever more volatile world

Will Scobie, Managing Director (MBA alum, 2018) and John Benfield, Business Development Manager (MBA student), Horizonscan

09:30 - 10:00 Sign in and refreshments



In the face of constantly changing challenges, business leadership is about more than everyday management. It is also about the role that you will have to take when things go wrong. In the 21st century, every business leader must also be a crisis commander. This strategic session emphasises the crucial role of business leaders in a crisis. Focusing on the ISO22316 framework, which outlines five pillars for organisational resilience, it is designed to equip you with the necessary tools to lead effectively during a crisis. It will also cover the importance of leadership during a crisis, a topic highly relevant to your professional life. Attendees will leave the workshop with a clear understanding of crisis management and the expectations organisations now put on leaders. Join us to learn not only how to navigate a crisis but also to emerge stronger and more prepared for the challenges that lie ahead.

Reserve your seat in the MBA Suite: <https://bit.ly/4bfg7uX>

Register to join us online: <https://bit.ly/4dMQtqe>

FRIDAY 5 JULY (open to MBA Alumni)

How to protect yourself: cybersecurity for people with non-technical backgrounds

Dr Fauzia Idrees Abro, Associate Professor and Director of MSc Information Security at Royal Holloway, University of London (MBA alum, 2022)

13:30 - 14:00 Sign in and refreshments



This session will focus on demystifying cybersecurity concepts and best practices in a clear and accessible manner. The workshop will emphasise the importance of cybersecurity in everyday life, both personally and professionally, and equip you with practical strategies to enhance your cybersecurity posture. Through interactive discussions, case studies, and real-world examples, you will gain the knowledge and confidence to navigate the digital landscape securely, regardless of your technical background.

Reserve your seat in the MBA Suite: <https://bit.ly/3UFJdoD>

Register to join us online: <https://bit.ly/4asqkdu>

Join us for a drink afterwards and enjoy some networking with your peers.



“I was fortunate to attend the MBA Summer School workshop sessions that touched upon actual and hot global topics for the society, economy, business and wellbeing of people on a global scale: health and social care, decisions under crisis, artificial intelligence, data analytics, sustainable growth, high team performance and resilience in times of organisational change. Kudos to the KBS MBA management team for this great up-skilling opportunity – looking forward to the next one.”

- Stylianos Fontrier, MBA Alum (1993)