



# WINTER BUSINESS INSIGHT DAY AND AGM

THURSDAY 12TH OCTOBER 2023

#BESAAGM

CHURCH HOUSE, WESTMINSTER



# School data, simplified

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countries

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# PROGRAMME

**11.00–11.30 – Arrival and refreshments.**

**11.30–11.35 – Welcome**

Caroline Wright, Director General, BESA.

**11.35–12.05 – BESA AGM**

Christine Major, Chair, Executive Council, BESA.

**12.05–13.00 – Opening Keynote: Bringing Out the Best – How to transform the potential of every child. Findings from The Times Education Commission.**

Sir Anthony Seldon, Deputy Chairman, Times Education Commission.

**13.00–14.00 – Lunch**

**14.00–14.40 – Export Focus: Using skills as a growth engine**

Jonathan Ledger, Department of Business and Trade, Jane Rexworthy, Chair of the UK Skills Partnership, Jason Holt CBE, Founder and CEO, and Steve Morris, Commercial Director, The Learning Curve.

**14.40–15.05 – Generative AI: Ethical considerations for education sector**

Morgan Dee, Director of AI and Data Science, Educate Ventures Research, Dan Fitzpatrick, The AI Educator, and Sir Anthony Seldon, Deputy Chairman, Times Education Commission.

**15.15–15.35 – Learning from the past, looking to the future... The Good Friday Agreement and its Impact on Education in Northern Ireland**

Carrie-Ann Gibson, International-Education Manager, Texthelp, and Patrick McGrath, Head of Education Strategy, Texthelp, Danielle McKernan, SLT, Strategic Leader of Digital Learning, St Patrick's Academy., Hilary Woods, Principal, Belfast Royal Academy, Dawn Farquhar, Vice Principal, Belfast Boys Model School.

**15.35–16.00 – Refreshments.**

**16.00–16.30 – Political Predictions for Education: What is the position of the UK's main political parties going into the next General Election?**

Sam Freedman, Senior Fellow, Institute for Government, in conversation with Caroline Wright, Director General, BESA.

**16.30–17.00 – BESA's Research Focus Group: Future Gazing – What would school leaders like to see going forward?**

Jason Gould, Managing Director, The Education Company.

**17.00–17.15 – Closing words.**

Julia Garvey, Deputy Director General, BESA.

**17.30 – Drinks Reception: expanding your professional circle**

# SPEAKERS



## Caroline Wright

Caroline joined BESA in 2012, becoming Director General role in 2016. She represents BESA on a range of Government and sector advisory boards including the Department for International Trade's Education Sector Advisory Group. She has held a range of positions sharing insights and expertise on the UK education suppliers sector including Co-Chair of the DfE EdTech Leadership Group, the Worlddidac Council, and Education Investor Advisory Board and Trustee of the Education Media Centre.



## Christine Major

Christine is a senior EdTech exec with over 20 years' experience working with start-ups through to global Corps. She has cultivated partnerships with education stakeholders at all levels from Presidential Council members and MoEs through to B2B partners and classroom teachers alike, working closely to create and deliver groundbreaking EdTech+ and professional development solutions that support their strategic goals.

A former primary teacher, she has led countrywide professional development and reform programmes supporting the successful introduction of technology into the classroom, sustaining recommendations of 98% from over 350,000 educators in a 3 year period alone.

She has been called upon as a 'voice for the industry' representing UK EdTech on stages from Camden to Calgary and Birmingham to Beijing.



## Sir Anthony Seldon

Sir Anthony Seldon, is one of Britain's leading contemporary historians, educationalists, commentators and political authors. Head of Epsom College since February 2023, he was Vice-Chancellor of the University of Buckingham from 2015 to 2020 after being a transformative head for 20 years of Brighton College and then Wellington College.

He is author or editor of over 45 books on contemporary history, including the inside books on the last six Prime Ministers, was the co-founder and first director of the Institute for Contemporary British History, is cofounder of Action for Happiness, was honorary historical adviser to 10 Downing Street for ten years, was the UK's Special Representative for Education to Saudi Arabia, was Deputy Chair of The Times Education Commission, was a member of the Government's First World War Culture Committee, was chair of the Comment Awards, is a director of the Royal Shakespeare Company, is the President of IPEN, (International Positive Education Network), is Chair of the National Archives Trust and is initiator and deputy chair of the "commission on the centre" run by the Institute for government.

He is patron or on the board of several charities, founder of the Via Sacra Western Front Walk, and was executive producer of the film Journey's End. He appeared on the Desert Island Discs in 2016. For the last fifteen years he has given his money from writing and lecturing to charity. He has three children; his wife of 34 years, Joanna, died of cancer in December 2016. He married Sarah in April 2022.



### Jonathan Ledger

Jonathan is the Technical and Vocational Education and Training (TVET) and Professional Bodies Specialist for the Department for Business and Trade International Education team.



Jonathan develops international skills opportunities for UK providers, professional Bodies and institutes. Working with the global UK Government network, he supports export ambition and shapes interventions that create mutually beneficial international skills opportunities.

Jonathan's commercially focussed experience has been successfully demonstrated globally over 30 years in a broad range of industrial sectors.

A post-graduate in Management and also Learning and Development Provision, Jonathan achieved educational excellence through the technical and vocational training and assessment route. Jonathan is a Freeman of the City of London, a Liveryman of the Worshipful Company of Furniture Makers, a member of both the Institute of Directors and Chartered Management Institute.

### Jane Rexworthy

Senior leader internationally in Gender, Social and Economic inclusion, Technical Vocational Education and Training



Jane is a Chartered fellow of CIPD and a fellow of the Institute of Leadership & Management, she is a senior leader in gender, social and economic inclusion, strategic business development leading on skills policy, solutions, and services in the technical vocational education in the UK and internationally in over forty countries.

### Jason Holt CBE

Jason is CEO of the Holts Group of Companies – a family of businesses and philanthropic endeavours in the tech, virtual & augmented reality, education and jewellery sectors.

As founder of the British Academy of Jewellery (formerly Holts Academy which he sold in 2015), Jason created the only further education provider for the UK jewellery industry. The Academy was a pioneer in bringing to the sector FE qualifications and apprenticeships.



Jason holds the Queen's Award for Enterprise Promotion and is a Freeman and Liveryman of the City of London and The Goldsmiths Company. In January 2015, Jason was awarded a CBE for his services to the jewellery sector and apprenticeships.

Following his authorship of the Government Review on 'Making Apprenticeships More Accessible to SME's' in 2012, Jason has gone on to become a trusted advisor to successive ministers with responsibility for apprenticeships and skills. Having chaired a number of boards to support the Government during its apprenticeship reforms, Jason currently chairs the Apprenticeship Ambassador Network. In Spring 2021 Jason co-founded the Association of Apprentices, an umbrella organisation to support and empower all UK apprentices. Immersive technology has been a major part of Jason's focus having set up Holition – an award winning digital agency focusing on augmented reality and virtual experiences for retail. Holition Beauty and VGather were launched early in 2020 – licenced based platforms in the AR beauty and 3D interactive virtual platform for events and conferences, respectively.

In 2020, Jason co-founded, with Dr Majid Al-Kader, Metaverse Learning – a specialist in immersive learning – with the mission to ensure no learner is left behind through delivering high quality, interactive learning of real-life skills.



#### Steve Morris

With over 25 years experience gained in the world's largest and most successful recruitment, training and HR consultancies, I have acquired a deep expertise within the world of work and learning. Operating at Board level with full P&L responsibility, I have experience in starting and building successful multi disciplinary recruitment and training businesses in both specialist and volume markets within both the private and public sector.

At Learning Curve Group, I am responsible for our growth into new markets such as International and also the Justice sector



#### Morgan Dee

Morgan Dee is the Director of AI and Data Science at EDUCATE Ventures Research. She leads the Data Science team in using data and AI to extract meaningful insights about human learning. She holds a Master's degree in Data Science with AI from The University of Exeter, where she received the Dean's Commendation for Exceptional Performance. She also trained as a secondary school Physics teacher at the Institute of Education after completing her Master's degree in Astrophysics from The University of Manchester. With a decade of teaching experience spanning across diverse locations including the UK, Nepal, Malawi, Hong Kong, and Japan, Morgan has developed a deep commitment to the ethical use of AI in Education. Her primary goal is to unlock the full potential of every learner, ensuring their growth and success.



#### Dan Fitzpatrick

The author of the acclaimed book, The AI Classroom: The Ultimate Guide to Artificial Intelligence in Education, Dan imparts invaluable insights and tactics for harnessing AI in education.

His work has earned him accolades such as the Tech Champion Award at the Dynamite Awards in 2022, and recognition in the latest EdTech50 awards. Dan holds an M.A., PGCE, and Post Graduate Diploma in Design Thinking & Innovation. This year alone, he has trained approximately 6,500 educators worldwide in the integration of AI into education and partnered with small business leaders and marketing professionals to enhance their practices using AI. He has featured on prominent media platforms such as Good Morning Britain, BBC Radio 4, ITV News, and This World on WION, where he discussed the implications and potential of AI in education and beyond.

Dan's unwavering commitment to the advancement of AI in education has made him a highly sought-after strategist and thought leader, inspiring educators, professionals, and organisations worldwide.



#### Carrie-Ann Gibson

Carrie-Ann is a passionate educator, with a belief in the power of technology within education to change lives. An accomplished speaker at events around the globe, Carrie-Ann has a degree in Applied Languages and a Masters in Professional Language Studies. Multilingual, and fluent in three languages, and with an interest in teaching English as an additional language, Carrie-Ann has a particular interest in and focus on literacy and language development.

A warm and engaging speaker, Carrie-Ann's unique style really connects with audiences. Combined with her wealth of experience working with schools across EMEA, South Asia and Latin America while leading the International team at Texthelp, Carrie-Ann delivers content with a focus on Teaching & Learning and a real understanding of global education.



#### Danielle McKernan

Danielle McKernan is a member of the Senior Leadership Team at St. Patrick's Academy Dungannon, a post-primary grammar school in N. Ireland, leading the school's strategy for Digital Learning. An experienced educator with 20+ years' experience teaching computer science and software systems development and a Fellow of the Chartered College of Teaching. She is the NI Regional Lead for the Google Educator Group, GEG NI, and a member of the NI ICT Innovation Forum.



#### Hilary Woods

Mrs Hilary Woods is Principal of Belfast Royal Academy, a non-denominational co-educational grammar school of approximately 1450 pupils situated in North Belfast.

Hilary began her teaching career as a teacher of Mathematics and Computer Science in Ashfield Girls' School in 1987 and has taught in a number of schools since then and held various positions of responsibility including Head of Careers and Deputy Head. Prior to her current appointment, she was Principal of Antrim Grammar School and, for a time, was an Associate Principal in Craigavon Senior High School.

Hilary is inspired by the common-sense approach to teaching and leadership that Sir Tim Brighouse advocates.



#### Dawn Farquhar

Dawn is Curriculum Vice-Principal of Belfast Boys' Model School, a controlled, non-selective school of 1100 boys in North Belfast, with almost 60% FSME. Pupils significantly outperform those in similar schools.

Dawn has worked at Belfast Boys' Model School for 25 years and has been Vice Principal for 3 years. She is passionate about ensuring that her pupils have aspiration and high-quality careers guidance and access to skills development as part of an equity agenda.

Dawn is the current Chair of the North Belfast Area Learning Community's Vice Principal's sub-group; a long-running and successful ALC who have enabled the sharing of good practice and provision of a strong support network among the VPs within the local schools.



#### Patrick McGrath

Educator, international speaker, blogger, panellist, podcaster and Head of Education Strategy for EMEA at the Texthelp Group – the world's largest specialist assistive technology group. Paddy is passionate about ensuring that technology has a positive, meaningful and sustainable impact on teaching & learning through a focus on inclusion, accessibility and universal design.

A Google Certified Educator and Apple Education Mentor, Patrick has received the UK Digital Leader 100 award and an Honorary Fellowship of the University of Ulster (School of Education). Find Paddy online @TH\_Patrickm or [www.pmcgrath.me](http://www.pmcgrath.me)



#### Sam Freedman

Sam is a senior fellow at the Institute for Government and writes regularly on politics and policy for numerous outlets as well as his substack newsletter 'Comment is Freed' which has over 35,000 subscribers. Previously he was an executive director at Teach First and worked at the Department for Education as a senior policy adviser. Sam is also a senior adviser to the education charity Ark; Vice-Chair of Ambition Institute; and a trustee of the Holocaust Educational Trust.



#### Jason Gould

Jason co-founded the Education Company, an organisation that has been supporting education suppliers for over 30 years. Jason and his team have worked with BESA to design the Selling to Schools event. The Education Company provides data management, marketing, CRM and website solutions for many of the UK's leading education suppliers. They have been supporting BESA members for over 30 years and have worked with BESA on many high-profile insight projects and training events.



#### Julia Garvey

Julia Garvey is Deputy Director General at BESA. Julia has worked in education publishing and EdTech for over 20 years, both in-house and as an external marketing consultant. She has worked for a number of BESA members over the years such as Rising Stars and GL Assessment, and alongside EdTech Exchange founder George Burgess as Marketing Lead at Gojimo. Julia is also Vice Chair of Governors at Langley Park School for Boys.



"BESA supports the industry in giving access to some of the best speakers, market insights and networking opportunities and their events stimulate so many valuable thoughts and conversations."

**Jane Harley, Oxford University Press**

"The BESA AGM provided an opportunity to hear from a wide-range of experienced speakers on topics that represented key themes in education right now. The panellist shared their extensive in-school experience and the chairs kept their insights relevant to suppliers meaning we could take practical ideas away. The day offered plenty of opportunity to network with others in the industry too. Overall a fantastically energising day!"

**Katie Blainey, Hodder Education**

"BESA is the home for all educational suppliers, small or big. Being an authorised BESA member is a well earned qualification for business ethic and quality of service in the education sector. Not only the association provides bespoke CPD opportunities for members, but also leads us through rough waters when the market and economical climate are volatile. I think it's safe, as an educational supplier, to follow BESA and Caroline's leadership as our North Star."

**Ji Li, Plum Innovations**