Opportunities, Challenges and Impacts of International Delivery

Case Studies

Phil Clements

Prague, March 2018

Global Impact Institute

Background, current role and context

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Phil Clements is CEO / Director of the International Education Network Ltd., the Global Centre for Professional Events Management Ltd. and an international event management company, Argentum Moon Events, facilitating small and bespoke events for a range of global clients. He was recently the Principal Consultant and a senior academic at the UK Centre for Event Management at Leeds Beckett University, UK, and a member of the International Centre for Research in Events, Tourism, and Hospitality, leading on international development.

He brings with him a wide range of international experience in not only teaching and academic management, but also in developing bespoke professional courses for international clients. With over 15 years of successful teaching and managing at worldwide academic institutions in the fields of business and management, hospitality, tourism and event management, he has lived and worked in a variety of international settings.

He was seconded to India as the Academic Director between 2008 and 2011, taking on the challenging remit of developing the new Leeds Metropolitan University campus in Bhopal, India. Although starting his career in post 16 years vocational education in the UK he relocated to Australia and New Zealand taking on senior roles in hotel management institutions. Returning to UK he has developed multi-million-dollar academic partnerships in Russia and the United States, developed and delivered professional 'management' courses in the Middle East, and more recently taken the project lead on collaborations and partnerships in South East Asia, Central and South America and China with stakeholders as diverse as national governments, higher education institutions, and multinational industries.

Notably, he recently initiated and led on the development and delivery of professional courses for the Josoor Institute in Qatar. These were designed to increase the human resource capacity in the Middle East and North Africa as part of the legacy for the Qatar 2022 World Cup. He was also contracted by the Panamanian Government to set up and coordinate the in-country English Language Teacher Training program bringing together diverse international stakeholders which has now successfully completed 2 years of operation.

This international experience has developed a cultural awareness and recognition of the shared needs of the global student and business markets. He is in the process of completing his Doctorate in Education, investigating the cross-cultural capability of teaching staff in offshore campuses.

He is frequently invited to present at international conferences and forums on a range of topics from human resource capability in the MENA region to developing niche events strategies in the Nordic region. More recently he was invited to join the Prague based 'Global Impact Institute', specializing in impact studies and the internationalisation of higher education.

His expertise is acknowledged as he continues to hold External Examiner roles for a number of UK Universities for programmes delivered in both UK and overseas. He also holds the position of 'International Industry Adviser' and board member for the Asia Pacific Centre for Events Management where he has been asked to develop short professional courses for the Malaysian events, conference and exhibition industry and expand and promote the research capacity of Malaysian education institutions through international collaboration.

Although he has experience of planning and managing a wide range of events from wine festivals to fashion shows, and more recently fundraising for national charities, his specialist area is sports event management. He has been at the forefront of managing, developing and delivering both undergraduate and postgraduate courses in event management at the UK Centre for Events Management. He has been involved in the development of training and education for events as diverse as the Sochi Winter Olympics and the Sydney Summer Olympics and has worked closely with sporting venues and organisations at the elite club level.

Prior to this he worked in a number of management and executive positions in tourism, hospitality and events organisations in the world. As CEO of the Global Centre for Professional Events Management he focuses on offering vocational event management training and consultancy for small and medium enterprises as well as multi-national companies and international governments and institutions.

Case study 1 Qatar

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qatar 2022

معهد جسور
JOSOOR INSTITUTE

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- **Josoor Institute was launched in December 2013 with the purpose of building the capabilities of the sports and events industries in Qatar and the MENA region, through education, training, professional certification, consultancy and research.**

- Vision: **Produce a generation of pioneers to unleash the full potential of sports and events in Qatar and the Middle East and North Africa.**
- Mission: **Our mission is to enable the delivery of a superb 2022 FIFA World Cup Qatar™ by developing exceptional individuals and teams from Qatar and across the Middle East and North Africa.**
- Inclusivity**: We welcome and value all individuals encouraging them to show their passion and talent.**
- Innovation: **We are pioneers, unafraid of exploring new ideas in our pursuit of excellence.**
- Professionalism: **We lead by example and hold ourselves to the highest professional standards.**
- Inspiration: **We aim for greatness, we work with humility and we always look to inspire the best in others.**
- Reflection: **We always strive to improve, we analyse what we do and we actively seek feedback.**

Education, Training & Development

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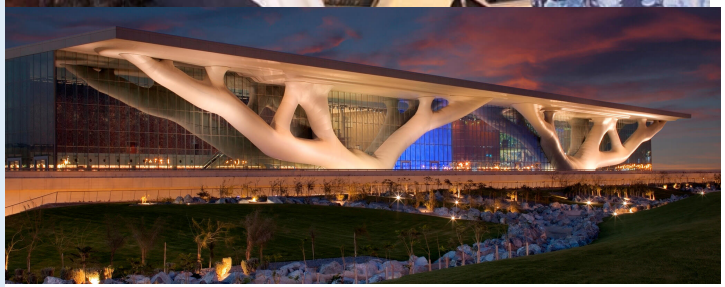
- Professional Certificates and Diplomas
- Professional Development Workshops
- Executive Development
- Masterclasses
- Executive Networking
- Outreach
- Practical Simulation



Rationale from a University's perspective

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- International agenda
- Income stream/ widening portfolio
- As a conduit to international recruitment, research etc.

Challenges

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Case study 2 - Panama

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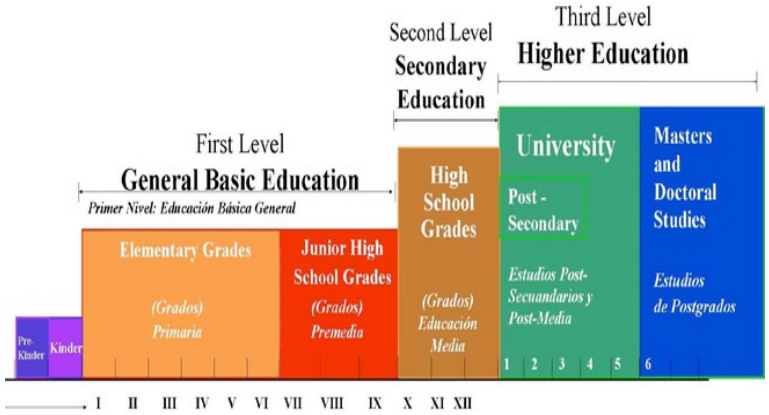
PANAMÁ Bilingüe



The Panama Bilingual Program seeks to provide a solution to the **huge need** to prepare the population with **English**, so all Panamanians have access to **work opportunities and be more competitive in the globalized world** we are living.

With this initiative, the Ministry of Education, in charge of Secretary Marcela Paredes, and the Government of the Republic of Panama seeks to train at least **2,000 teachers per year** in bilingual education and prepare **20,000 high school students and 30,000 elementary students**.

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The Teacher Training is directed at working teachers and graduating and graduated high school students. Within this component are four activities: local training of working teachers; local training of graduating and graduated high school students; **teachers sent to English speaking countries and Mixed Teacher training (when they return from training in foreign countries).**

Challenges

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Impact? For who?

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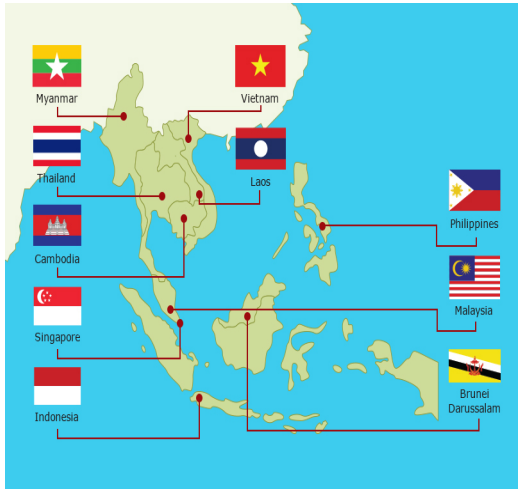
Case study 3 - Malaysia



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APCEM
Asia Pacific Centre for Events Management

GCPEM
Global Centre for Professional
Events Management

Malaysia
Convention
& Exhibition
Bureau

Malaysia Major Events

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- Malaysia Major Events is a division of Malaysia Convention and Exhibition Bureau (MyCEB) an agency under the Ministry of Tourism and Culture, Malaysia.
- Tasked under the Prime Minister's Economic Transformation Programme (ETP), the mission is to place Malaysia on the world map as the event venue of choice. To be top of mind, right at the onset as the centre stage for sports, arts, lifestyle and entertainment events in Asia.

FHM2017

The 14th Malaysian International Exhibition of Food, Drinks, Hotel, Restaurant & Foodservice Equipment, Supplies, Services & Related Technology

26 - 29 September 2017

Kuala Lumpur, Malaysia

Challenges

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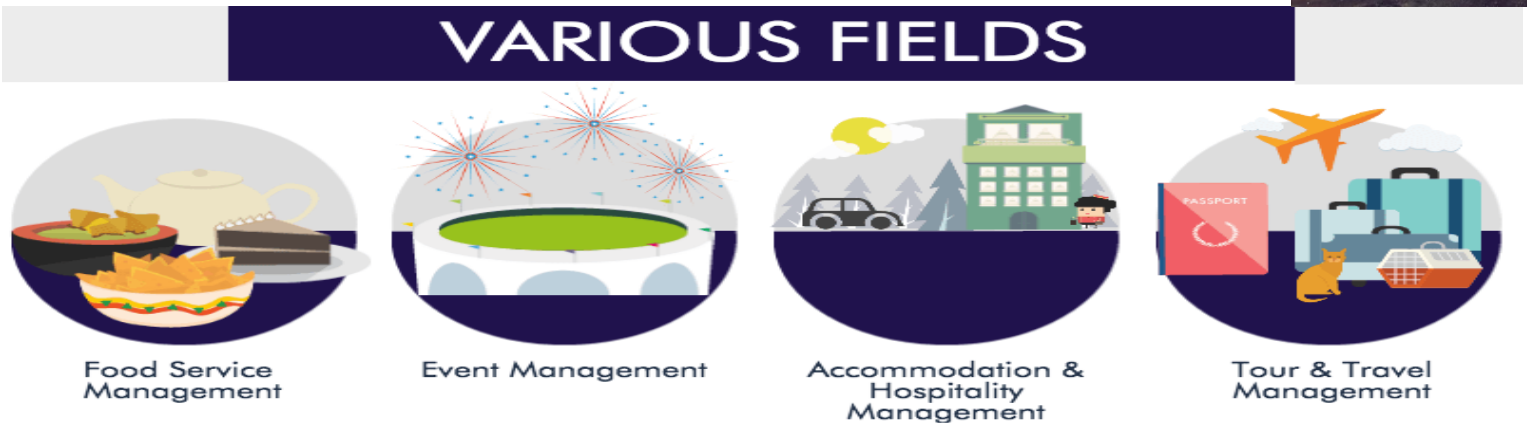
- Funding and Government policy
- Regional competition – drives priorities
- Logistics and structure of education provision
- Local and international input (legally required)
- Delivery mode



Ongoing… quick overview

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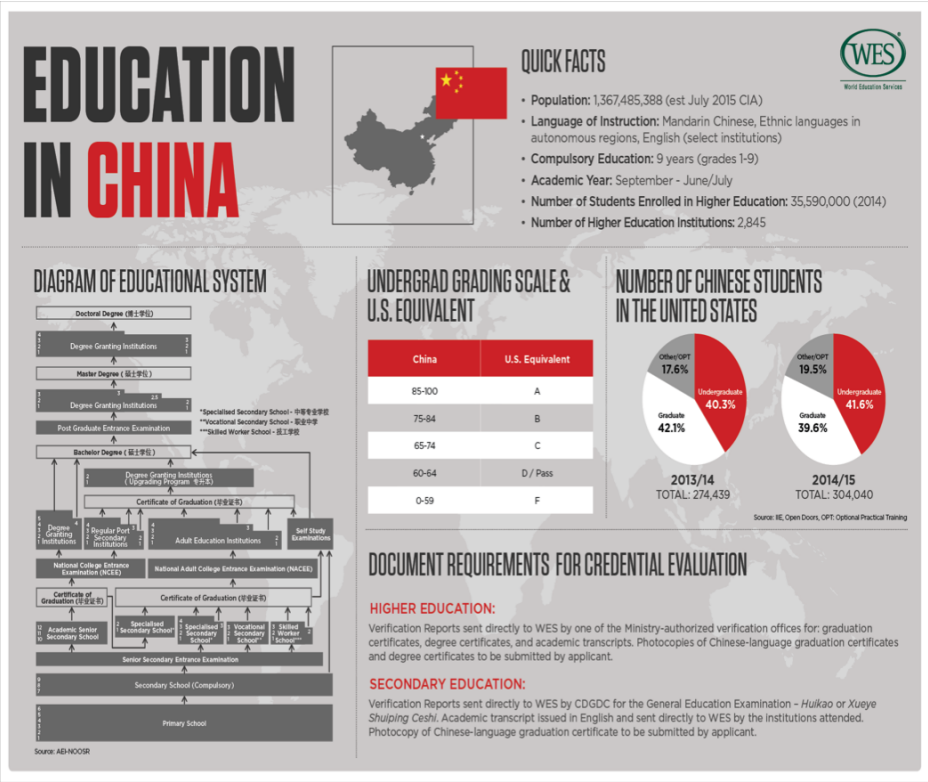

Challenges 1

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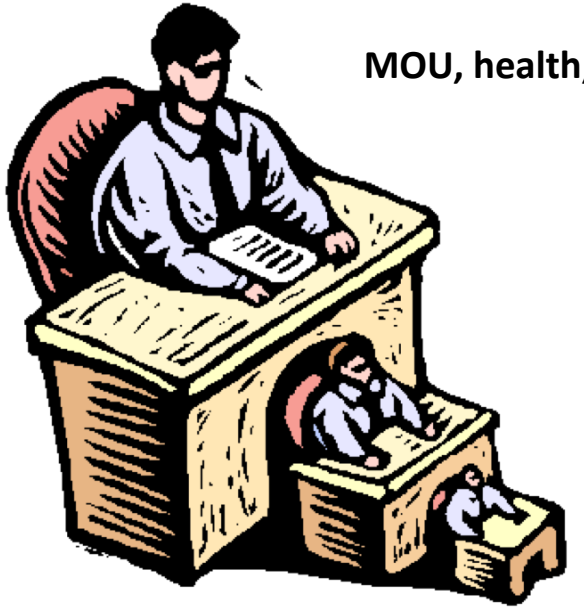
- Internal organisation environment



MOU, health, safety & risk…

Challenges 2

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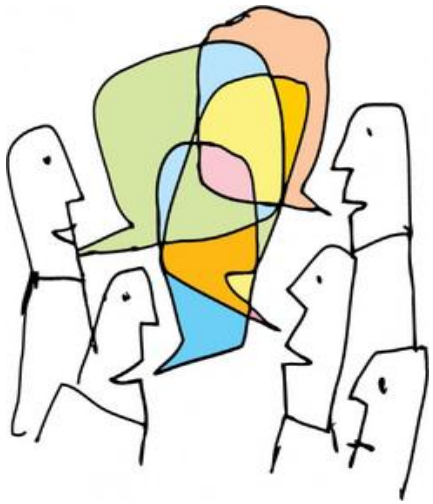
- Business focus – client ‘demands’ and the economic/ business, political, cultural and social environment….



Challenges 3

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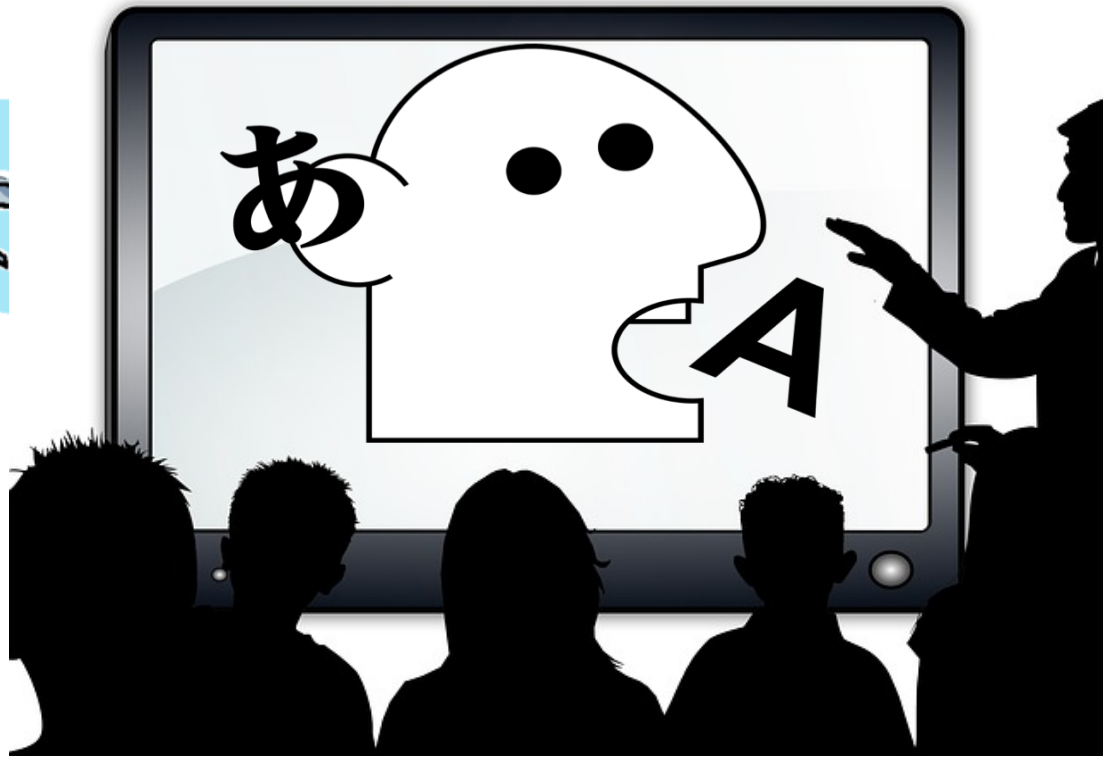
- Logistical and operational issues & delivery mode



Challenges 4

- ALT - pedagogy

Challenges 5

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- Globalisation v glocalisation… ethnocentricity

Challenges 6

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- Return on investment?
- KPI's – different stakeholders?

- Business v social impact?
- Long v short term?
- What to measure, when and how?

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Thank you very much for your attention!

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