

# ACU Strategic Management Programme 2019

## Preparing for the future

The face-to-face workshop will be hosted by Strathmore University in Nairobi, Kenya, from 26-28 August 2019. If required, a second cohort workshop will be held in October 2019, at a venue to be determined.

**Every year, three themes are evaluated. Participants can choose to evaluate all the topics or just the ones they feel are most relevant to them. This year's themes are:**

### **F255 Strategic planning and management**

Governance structures and effectiveness, preparing for the future, clarifying overall strategy, delivering operational plans to match the strategy.

Assessor: Phyllis Clark is currently Chair of the Royal Canadian Mint, but was formerly Vice President Finance and Administration at the University of Alberta in Canada.

### **F256 Management of information technology (IT)**

Preparing for (and anticipating) the future, policy decisions, whether to lead or follow technological advances, impact on learning processes (and students and staff), training for use, reviewing effectiveness.

Assessor: TBA

### **F257 Managing public relations (PR)**

Managing PR in an age of social media, reputation management, managing the effect of league tables etc., policies and practice.

Assessor: Di Burton FCIPR FCIPD is an international strategic communication consultant. She works with the UK Government Communication Service, the European Commission, and advises a number of UK universities on their communication strategies.

# Application form

(\*) Required field

## Contact details

Name of university*			
Name of contact person*			
Job title*			
Postal address*			
Telephone number			
Email address*			
ACU member?*	Yes		No

## Themes

We wish to join the programme to participate in the following topic assessments (please tick as required):

Strategic planning & management (F255)	
IT management (F256)	
Managing PR (F257)	

## Declaration

If selected to participate, we agree to pay the invoiced fee of GBP 7,000 (for ACU member institutions) or GBP 10,500 (for non-ACU member institutions).

We accept that we may be assigned to either of the two cohorts for the year if more than one cohort is required.

We agree not to divulge any information about any other participant to any third party and not to use information about any other participant/institution for any commercial purpose.

## Authorised on behalf of the university by:

Signature*	
Name*	
Job title*	
Date*	

Please return the completed form by email to [strategic@acu.ac.uk](mailto:strategic@acu.ac.uk)

## For enquiries, please contact:

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