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## READ ABOUT OUR EXCITING NEW BUILDING

University Square Stratford

PAGE 18

# Now & Then

# INSPIRING THE NEXT GENERATION..... WOULD YOU LIKE TO BE INVOLVED?

**Would you like to share your skill or an inspiring story with pre-entry students?  
Did you attend a local east London school or college and want to share your experiences of higher education and/or work?**

UEL's Schools and Colleges Team organised and delivered five successful summer schools for over 150 students throughout June and July. Students from Years 9–12 attended from 22 partner schools and colleges across nine local boroughs. Central to the opportunity was the chance to work with local entrepreneurs, UEL lecturers, elite athletes and professional artists to develop students' skills and enable them to learn about what university could offer them.

We are always looking to develop our networks to broaden and improve the range of speakers and projects we offer on summer schools. If you would like to get involved, or want to find out more, please contact Amy Pyle (Summer School and Events Manager) [a.pyle@uel.ac.uk](mailto:a.pyle@uel.ac.uk)

*"A great experience that has boosted my confidence."*



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# Welcome from our Vice-Chancellor, **John Joughin**

Welcome to the winter 2013 edition of *Now and Then*. I hope you have all had an enjoyable summer period and are now looking forward to the start of the festive season!

I would also like to extend a very special welcome to our 2013 graduates who will be receiving *Now and Then* for the first time. Enjoy!

I am very excited to be addressing you for the first time as Vice-Chancellor, as when we last spoke I held the responsibility of Acting Vice-Chancellor after Professor Patrick McGhee sadly had to leave UEL due to medical grounds. I officially took up the post of Vice-Chancellor, a role in which I am honoured to now hold, in July and am enjoying my new post immensely. We have fantastic students at UEL who, in turn, become fantastic alumni and I am looking forward to meeting you all in my new capacity as Vice-Chancellor at one of our events in the near future.

As always since we last spoke lots of exciting happenings have taken place at UEL; Music marketing maestro turned UEL Lecturer Dr Jennifer Otter Bickerdike was nominated for Most Innovative Teacher of the Year at the Times Higher Education Awards 2013. UEL sports scholar Adam Gemili made his mark in Moscow at the World Athletics Championships and we welcomed Simon Robertshaw as the new Dean for the School of Arts and Digital Industries. So congratulations all! You can read about all the stories I have mentioned in this edition's UEL news section.

We also awarded the 2013 Annual Fund Awards in September. It was a wonderful evening and it was great to hear about all our promising researchers, keen sports stars and alumni entrepreneurs. You can read all about the event and our winners in this issue. If you would like to get engaged with UEL and play your part in the 2014 Annual Fund Awards, you can do so by contacting the UEL Alumni Team on [alumni@uel.ac.uk](mailto:alumni@uel.ac.uk).

In the last edition I mentioned University Square Stratford (USS), a brand-new campus in the centre of Stratford. The doors have now opened to USS and students are taking advantage of this fantastic new building, which we hope to use for many alumni events in the future, you can read more about USS on page 18.

On a final note, let me wish you all a fantastic festive season and a great new year! See you in 2014!

Best wishes



**Professor John Joughin**  
Vice-Chancellor





# Welcome from the Editor **Charlie Tyce**

Doesn't time fly!

I can't believe it has been nearly six months since we published the last edition of *Now and Then* and the festive season is again sneaking up on us! We have organised a fantastic Christmas party for you this year and it's not too late to buy tickets. For more information see page 27.

As always this issue features lots of great news stories, which can be found on pages 4 and 5, including the story of one of our new UEL honorary award holders, Subrata Roy.

I am sure most have you heard that UEL recently appointed Professor John Joughin as Vice-Chancellor. On pages 6 and 7 you can find out a little more about your new VC.

On pages 8–11 you can find the latest Alumni Network updates, including information on the latest benefits and discounts we now offer to you, as well as some great graduate success stories.

Make sure you check out page 12, to see what your peers have been up to since they left UEL. If you would like to see your story in a future issue of *Now and Then*, drop the team an email on [alumni@uel.ac.uk](mailto:alumni@uel.ac.uk).

Also in this edition the Business Partnerships team at UEL has provided a great section on pages 13–17 about what they are up to and how you can get involved with their work.

On page 18 read about our exciting new building university square stratford and on page 19 take a look at this editions school updates. On pages 20–23 we feature this year's Annual Fund Award winners. On pages 24–27 we share with you all the events the team has been organising since the last edition, and finally on page 28 we have this edition's UEL puzzles. Make sure you take part for the chance to win a £30 Amazon voucher!

Enjoy reading, have a great festive season and I hope to see you at the Christmas party!



*Charlie Tyce*

**Editor and Alumni Relations and Engagement Manager**

# UEL News

## Music marketing maestro up for top teaching award

Music marketing maestro turned UEL Lecturer Dr Jennifer Otter Bickerdike has been nominated for Most Innovative Teacher of the Year at the Times Higher Education Awards 2013.

Jennifer joined UEL a year ago as a Senior Lecturer in the Royal Docks Business School and the Programme Leader of Art and Culture Management, following many years working at the heart of the US music industry.

She started out at the tender age of 18 as College Marketing Representative for Sony Music, touring with Pearl Jam, Rage Against the Machine and the then little-known band Nirvana. Just seven years later Jennifer became the West Coast Marketing Director for Interscope Geffen A & M Records, creating branding and marketing campaigns for artists such as No Doubt, Sting, U2 and Eminem.

More recently she has run her own marketing company – working with a variety of influential industry tastemakers including L.A.M.B., Facebook and Quannum Projects – while lecturing and continuing her own MA and PhD studies. Jennifer said: “It’s a real honour to be nominated for my work at UEL. It’s fantastic being able to share my own industry experience with students keen to enter the entertainment business. We have plenty of students at UEL who can make a success of it, and I hope to inspire many more in the coming years.”



## UEL sports scholar makes his mark in Moscow

Lining up next to Usain Bolt, landing a personal best and running three outstanding races in three days has got everyone talking about UEL sports scholar Adam Gemili.

The sport and exercise science undergraduate had a faultless World Championships in Moscow, making his mark in his first major final and receiving rightful acclaim from athletics greats across the globe.

Adam qualified second fastest for the 200m final with a personal best of 19.98 seconds. The 19-year-old is only the second British man to run the distance under 20 seconds. Taking to the track in the lane next to Usain Bolt earlier this year didn’t faze Adam, and he ran a blistering time of 20.08 seconds against seasoned runners to come in fifth in his first major 200m final.

On the last day of the championships, Adam got the 4 x 100m team off to a cracking start, running the first leg of the relay. The team came in bronze position, but were unfortunately later disqualified for passing the baton outside the designated box during the race.

Speaking to commentators from the BBC after the 200m final, Adam said: “What an experience this whole championship has been for me. My first senior final and I absolutely loved it. It was one of the most exciting things I have ever done. I knew I was going to be in the mix if I executed the race. I didn’t quite execute it as well as I could have, but only just missed out on a medal and I have a lot of people to thank. I have had quite a lot of injuries this year so to just make the team, I’m very, very lucky and I’m very happy.”





## UEL welcomes new Dean of Arts and Digital Industries

The University of East London has appointed Simon Robertshaw as the new Dean for the School of Arts and Digital Industries.

Simon joined the University in August, having spent the previous five years at the University of Central Lancashire. During this time, Simon focused on building a Centre named Sandbox, which was developed as a creative change agent that enables organisations and communities to find solutions through innovative facilitation and cutting-edge technologies.

Prior to his post there, he was the Director/Head of School for the International Centre for Digital Content (ICDC) at Liverpool John Moores University. He joined the ICDC in January 2000 as Head of Research and made a significant contribution to academic development, research and enterprise activity. As Head of School, he led the team in its research strategy and the development of new partnerships and industrial liaison. Much of his earlier artistic career has focused on Gallery and Community-based activity, exhibiting and collaborating within the context of video/new media installation, where he has achieved recognition both nationally and internationally.

Having trained in fine art, Simon moved from Liverpool to London in the mid-80s to embark on a Master's degree at the Royal College of Art. His passion for video and mixed media forms of art led to a number of exhibitions and artworks that addressed social and community-based issues.

The early 80s gave birth to a wave of new artists engaged in making video shorts and Simon's work thrived in a mix of social change and technological development. He created video works and then music for a number of Channel Four documentaries, utilising the-then latest sampling technology that would eventually give birth to the revolution in video and music production.

## UEL honours Subrata Roy with Doctorate of Business

Subrata Roy Sahara, one of India's leading captains of industry, was awarded an Honorary Doctorate of Business from the University of East London (UEL) at a special ceremony in July.

Subrata Roy Sahara was born in Bihar in 1948. He is now among the ten most powerful people in India and the founder of Sahara India Pariwar – one of India's leading multi-business investment conglomerates. During the ceremony at the Crowne Plaza Hotel, in St James's Park, Mr Roy was honoured for his contributions to business, sport, education and social and community development around the world. The ceremony was attended by UEL students and governors, as well as leading figures from the worlds of business, politics and sport. Mr Roy's contribution to both business and to society in India has also been recognised widely with many awards. These include the National Citizen Award in 2001 and Businessman of the Year and Best Industrialist in 2002. He also won the Global Leadership Award in 2004.

Lord Noon, Chancellor of the University of East London, who awarded the Honorary Doctorate of Business to Mr Roy, said: "This is the first degree that I am awarding any student in my new role as Chancellor of this University. It is unique because the award of this honorary doctorate is being given to a unique student – a student of life. His studies and successes are from the place I was born – India. His university campus has been the streets, roads and fields of India, and like every good student in this era; he recognised early on that his horizons needed to extend to be global."

# Meet UEL's New Vice-Chancellor Professor John Joughin





Professor John Joughin was appointed by UEL's Board of Governors, to the role of Vice-Chancellor for the University of East London in July of this year.

Prior to taking up the position of Acting Vice-Chancellor, which he held for six months, Professor Joughin was Deputy Vice-Chancellor for two and a half years. During that period he was responsible for the development of the academic core of the institution, as well as line management of the Deans of School, the Director of Academic Practice and Learning and the Director of the Graduate School.

In addition John has been leading the University's research strategy and has made several new appointments; adding to the University's research expertise and further strengthening its upcoming Research Excellence Framework (REF) submission. Under his leadership research income has increased by 40% at the University.

Professor Joughin has over 20 years' experience as an accomplished academic and Shakespearean scholar, working across the higher education sector.

Mark Stephens CBE, Chair of UEL's Board of Governors, said "The Board believe John has the optimal skill set to lead the University. His dedication and commitment to UEL and the wider community, along with his exemplary track record in higher education, puts him in the best position to lead the University. Happily, we welcome Professor Joughin as the permanent Vice-Chancellor for the University of East London."

"He is passionate about the University and its ambitions, and I look forward very much to seeing the University of East London continue to thrive and grow under his leadership."

Lord Noon, Chancellor, UEL

Lord Gulam Noon, Chancellor of the University of East London, said "Professor Joughin has already proved himself in this role, as Acting Vice-Chancellor. He is passionate about the University and its ambitions, and I look forward very much to seeing the University of East London continue to thrive and grow under his leadership."

Professor Joughin commented "I am extremely proud of our committed staff and talented students, and I am honoured to serve them as Vice-Chancellor, at what is a challenging but exciting time for higher education. I look forward to working with students, staff, governors and stakeholders to secure a successful future for the University in the years ahead."



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# Alumni Network updates

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## Changes to the Alumni Team

Charlie Tyce will be leaving UEL temporarily to go on maternity leave in January 2014. But don't worry, she is leaving you in the very capable hands of the rest of the Team and you'll still be able to contact them in the usual ways: [alumni@uel.ac.uk](mailto:alumni@uel.ac.uk) or 020 8223 2222, so make sure you keep in contact and Charlie will look forward to seeing and speaking to you all again later in 2014!

## New benefits and discounts!

Since the last edition of *Now and Then* we have sourced several new benefits and discounts for our Alumni Network. Take a look below to see what is new!

### Extra 5% discount on London souvenirs for graduates of UEL



Click Souvenirs is the largest London souvenir shop online, with lower prices than the high street shops. In addition to special offers on a large variety of gifts, they are offering the University of East London a **5% discount** on all purchases over £5. To take advantage of this special offer, please visit their website at [www.clicksouvenirs.com](http://www.clicksouvenirs.com), add your desired items to the basket and enter the promo code **UEL5** at the checkout.

### Blurb Photo Books



Blurb are creative publishers for photo books and other book categories, such as business, marketing books or self-published novels. It's a company and a community passionate about books, and the joy books bring. Blurb are offering alumni of the University of East London a **15% discount**

off photo books. Simply go to their website [www.blurb.co.uk](http://www.blurb.co.uk), create-photo-books and enter the code **UNIUEL** at the checkout stage of creating your very own photo book.

### Humboldt 1



The Humboldt 1 is an exclusive luxury hotel in the heart of Cologne. All UEL alumni are entitled to a **20% discount** when making a booking at the hotel – just mention that you are a member of the UEL Alumni Network when booking! For more information on the hotel, please visit their website [www.humboldt1.de/hotel](http://www.humboldt1.de/hotel)

### Eco Movers



Eco Movers offer environmentally minded removal services to customers throughout the UK. They use electric vans and recycled packing materials, and practice fuel-efficient driving to keep the impact on the environment to a minimum. Eco Movers is wholly owned by Cadogan Tate, one of the world's largest and most prestigious removal companies. They are also a member of the British Associate of Removers and their professional, vetted staff undergo thorough training by their experienced parent company to ensure they deliver a stress-free moving experience. Eco Movers are offering all UEL alumni a **10% discount**. To gain this discount, just enter the code **student13** when booking via their website, [www.ecomovers.co.uk](http://www.ecomovers.co.uk)

Now and Then

# ALUMNI SPORTS UPDATES

## Work with UELSports

In the past year, UELSports has given ten UEL graduates the opportunity to work for a year as part of their graduate programme. The graduate placements are offered in a wide range of areas, including administration, sports development, marketing and in UEL's SportsDock fitness centre.

To keep up to date with future opportunities follow UELSports:

@UELSports  
facebook.com/UELSports

## Play sport at UEL

This September SportsDock opened its doors to the whole family, allowing all to enjoy playing sport at UEL's sports facility with the launch of our new junior and adult sports programmes. The new programmes offer a range of sports from beginner to advanced levels, with prices starting from just £1 per session (no membership required). Fifteen different sports are on offer over every weekday afternoon/evening.

For more information, email [uelsports@uel.ac.uk](mailto:uelsports@uel.ac.uk) or visit [www.sportsdock.co.uk/getinvolved](http://www.sportsdock.co.uk/getinvolved) to receive the full programme.



## Did you know?

That SportsDock now offers a six-month membership option for UEL alumni!

Visit SportsDock or call  
020 8223 6888  
for full information.

# UEL's new Learning and Achievement scheme

UEL has just launched a new Learning and Achievement scheme to help support our students progress successfully through their degree courses and achieve their full potential. At the centre of this new initiative is the brand-new role of Learning Achievement Assistant (LAA).

A number of these roles will be located within the academic Schools and the new LAAs will work alongside academic staff to support and develop our students' academic skills. We have recruited sixteen recent UEL graduates to the new posts, which will offer them the opportunity to gain employment experience in an academic support role, mentoring and inspiring undergraduates to follow their lead and achieve a really good first-class or upper second-class degree.

The Learning Achievement Assistants will work very closely with academic staff to help students develop academic skills appropriate to their discipline. They will promote student engagement by providing targeted mentoring and advice to students, particularly those who may be finding the transition to higher education challenging or who are struggling to fulfil their potential for a range of reasons.

The support offered by the LAAs will include face-to-face drop-in sessions, online support and assistance for students with their academic writing, mathematics and study skills. They will also be a point of referral for specialist learning support provided by the Skillzone and other university support services.



# Graduate success



## The Tandem Turners

Have you heard about the Tandem Turners? Kat and Steve Turner are both graduates of UEL who flew to Christchurch, New Zealand, in April 2012. They then began their journey home to London on Hooch, their trusty tandem. They have now been on the road for over a year and you can follow their journey at [www.tandemturners.com](http://www.tandemturners.com). We hope to catch up with Kat and Steve when they arrive back in the UK!

## Award-Winning Graduate!

Colin Seabrook, a former student of the University of East London, has been announced as the winner of the Pearson Award for FE Teacher/Lecturer of the Year in the East. Colin studied a BEng (Hons) degree at UEL from 1993–97 and graduated with a 2:1. He then went on to complete a PGCE at the University of Greenwich.

This is a huge achievement and we would like to wish Colin congratulations!



## UEL graduate promoted

Dorian Redding was promoted to Principal from Senior Manager at Ernst & Young LLP's Advisory practice in Los Angeles, where he serves multinational clients in the media and entertainment, high technology and telecommunications sectors. Dorian focuses on helping companies with finance and back-office performance improvement, and serves as a shared services and outsourcing subject matter professional. He is a certified management accountant and worked in the London office of the UK member firm of EY before transferring to Los Angeles in 2011. He received a Bachelor's degree in Applied Economics from UEL and an executive MBA in Finance from the École Nationale des Ponts in Paris.

## Book Launch for UEL Graduate

Stephen T Obasaju, who graduated from UEL in 2012 with an LLB degree, has recently published a book titled *The International Criminal Court jurisdiction over Non-State Parties*. Stephen's book opens up a lot of questions and equally addresses the rationale for the implicit jurisdiction of the court when acting under the chapter VII powers of the United Nations Security Council. If you would like to find out more about Stephen's book, or purchase a copy, you can do so at [www.morebooks.de](http://www.morebooks.de)

# What we do now...

Denia Kazakou,  
Fine Art, 2013



Since leaving UEL Denia has been focused on establishing her PR Company RedD PR on an international level, and working on various projects, some of which had already begun while she was in her final year at UEL. Denia has been very busy going from one event/meeting to the next, constantly

contacting people and networking in order to add to her already existing contact list. Denia said "There is a lot of running around involved in PR and I find that emailing people and expecting them to respond is extremely unrealistic. Magazines and press get hundreds of emails and calls a day by companies or individuals claiming that they would make a good fit for 'X' publication. You really need to be willing to go the extra mile if you want to be taken seriously."

Denia went on to say "In five years' time I see myself managing my company, as well as exhibiting my artwork on an international scale, collaborating with extremely well-established artists, designers and establishments around the globe. If I could give other alumni one bit of advice it would be, have self-belief and confidence – don't give up; things are never easy in the beginning."

Vickie See, MBA International  
Business, 2009



Vickie studied at one of our partner institutions, WIM in Malaysia. Since graduating Vickie has been promoted to Senior Manager at the company she works for, heading the Patient Financial Services Department, which oversees the management of receivables, customer relationships, cash and credit.

Vickie said if she could offer advice to other alumni it would be, "It is important to continuously broaden one's knowledge and experiences both in work and society. It is also important to try to keep in touch with old friends, especially coursemates from college and university. Through my personal experience, they are the ones who really show sincere friendship and are willing to help you in time of need, especially professional advice, as management knowledge never ends."

If you would like to share what you are doing now with your fellow UEL alumni, please send us an email to [alumni@uel.ac.uk](mailto:alumni@uel.ac.uk) titled 'What we do now' with a short description (no longer than 200 words).

# Business partnerships

## How your business can work with UEL

Businesses can benefit from UEL's wealth of expertise and skills in a variety of ways, including working with one of our academic experts on an innovation project or taking on a student to complete a placement related to their academic programme.

Here we've pulled together a few case studies that highlight how UEL can support your business, some top tips and commentary on a topical business issue – flexible working!

### UEL's academics supporting workforce development

Do you run your own business? Could you or your business benefit from an injection of support or expertise? If yes, the University can support you.

Paul Adams is an academic and expert in the Youth and Community area based in the Cass School of Education and Communities. Identifying a need in the market for youth-sector businesses to develop their skills around supervision and support, Paul has created an online supervision course offering employees and business owners access to a flexible learning platform. This course is a great resource for employees who are looking to develop their skills and practical knowledge.

As you travel along your business journey you will aspire to strengthen and develop skills and knowledge to be the best you can... at UEL, we have a wealth of experts who work with businesses to help them grow and prosper.

If you want expert support for your business get in touch with the Business Partnerships Team to see if we can help, at [businesspartnerships@uel.ac.uk](mailto:businesspartnerships@uel.ac.uk)

### Make It Global: The project supporting women-led businesses go global!

UEL's Centre of Excellence for Women's Entrepreneurship is leading a £1.5m European Regional Development Fund (ERDF) project that supports women-led businesses in London internationalise their businesses. Only 16% of women-led businesses in the UK export, in comparison to 30% of SMEs as a whole. Make It Global was created to help plug that gap through a free programme of business support. The Make it Global project offers London's women-led SMEs access to an enviable list of international business networks, entrepreneurship experts within the higher and further education sector, and most importantly, the chance to start trading in a diverse range of international markets.

250 women-led SMEs in London will be supported to explore new market opportunities and the benefits of taking their business global. The project is delivered in partnership with the European Business and Innovation Centre Network (EBN), Newham College of Further Education, Kingston University and a network of strategic partners.

To sign up your business to the Make It Global project email [makeitglobal@uel.ac.uk](mailto:makeitglobal@uel.ac.uk) or call 020 8223 2348. You can see our latest news and calendar of events on our website: <http://makeitglobal.wordpress.com>



## Business profile

# Make It Global

Coral Turner attended a three-day Make It Global workshop series for female entrepreneurs looking to go global. She has also benefited from sessions on e-commerce and access to experts through the project. She tells us about her business and her international ambitions below.

### Q. Could you tell us about your business?

I am a sole-trader fashion entrepreneur. The business Coral Turner Couture can be summed up as follows: unique designs for unique individuals. The business has three aspects to it: an online boutique that sells ready-to-wear, one-of-a-kind garments, a bespoke division in which individuals can have garments made for them personally, and a fashion/business consultancy, through which I write articles for online magazines in relation to fashion and also provide business advice to fellow entrepreneurs.

### Q. Why do you want to 'Make It Global'?

Fashion has a universal appeal, and positioning my business globally helps the exposure of the brand and ultimately growth of the company, enabling me to employ others.

### Q. Who inspires you in business?

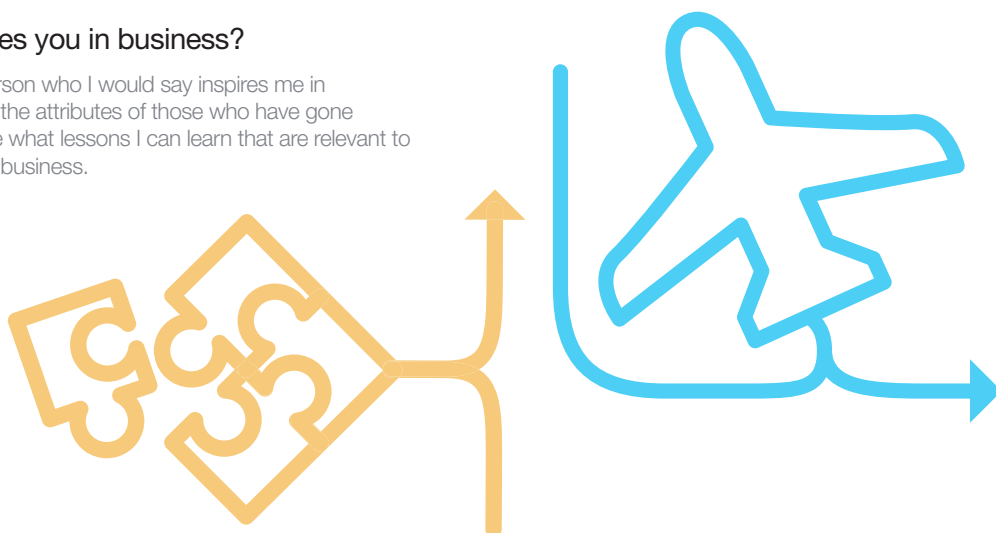
There isn't one person who I would say inspires me in business, I look at the attributes of those who have gone before me and see what lessons I can learn that are relevant to my way of life and business.

### Q. What are the most important lessons you've learnt in business?

Patience, persistence and focus. Have a plan but also know that plans can and will change, so be flexible, aim high, stretch yourself and don't try to do everything yourself.

### Q. Where do you see your business internationally in five years?

In five years' time the brand will be known internationally and stocked in boutiques in key locations such as London, America, Dubai, Paris, and Japan. I will also have expanded the consultancy aspect of the business, especially in the area of fashion, as well as continuing my writing.







*workpond*

# Flexible resourcing

## The essential tool for small companies

by Amanda Seabrook, CEO of Workpond, part of the Centre of Excellence for Women's Entrepreneurship network

Many UK businesses are wary of 'flexible working' and, in cases where it favours one party over the other, it won't work well. However, if both parties approach the relationship correctly, the results can deliver lasting benefits to both.

The UK workforce has changed, according to the 2013 Q1 figures from the Office of National Statistics. Only 45.1% (18.6 million) of people work on a full-time, employed basis. A further 27% (11.1 million) are either self-employed or work part-time. Of this 27%, a proportion are experienced, professional people, keen to engage with businesses to provide expertise and guidance on an 'on-demand' basis and often willing to take a more flexible approach to reward and risk. Most surprising is the 5.6% (2.3 million) who are classified as 'economically inactive' (not unemployed) but are keen to work. This represents a huge pool of available (and under-used) talent.

Those with most to gain are small and early-stage companies that require specific skills and experience to help them grow, yet don't require full-time staff. Successful small businesses often cite the benefit of using short-term contracts with high-calibre specialists to fill in resource/skills gaps. Examples include salespeople, IT staff, financial experts, marketers and administrators. Contracts can be flexed depending on need and the company's ability to pay – some packages include a retainer, sales commission and/or equity. Companies may end up employing a single person on a full-time basis to cover more than one of these disciplines, when they could improve efficiency by 'outsourcing' to specialists for short periods on a project or part-time basis. In all cases, they manage their own tax affairs and NI.

Let's consider three types of people who work in this way.

Interim managers (interims) are experienced senior executives, with functional expertise and leadership skills, engaged by companies to lead projects, deliver change and fix commercial problems. They generally work for three- to twelve-month periods on substantial day rates. Interims are pragmatic, hands-on, resilient and focused on results. However, when not on assignments they may work with smaller companies during this time, on lower day rates, if they believe in the business and feel they can add value. Many have run businesses and may also act as mentors. Engaging an experienced senior executive can make a real difference to a small company.

Freelance consultants build up specialist knowledge during their careers and then offer their services back to a portfolio of clients on a project basis. Their services cover all aspects of business, including accounting, HR, marketing, business development, software development and IT support. Being self-employed, these consultants provide similar services to those of an agency or established consultancy, but for a fraction of the cost.

Another large group is people who prefer part-time work for lifestyle reasons. They include parents returning to the workplace and individuals who want a 'portfolio' career working across a number of companies. Many are experienced professionals who have worked at a senior level but don't wish to return to full-time roles.

A large percentage of talented people in these groups are being seriously under-utilised by UK PLC. Given the potential for Britain's small businesses to accelerate our economic growth and help the country climb rapidly out of the economic downturn, we urgently need to find ways to connect them with businesses crying out for skilled staff.

A strongly ingrained culture in many UK companies focuses on employing senior staff solely on a full-time basis, denying these businesses access to a high-performance talent pool. Owner-managers and boards need to broaden their thinking when looking to engage resources. Is a full-time role the only answer? Would an experienced executive or functional specialist represent a smarter investment? Consider the value of having expertise on hand that can flex with the changing needs of your business, now and in the future.

Let's bring on this hidden power source – it could be the driver that helps grow small businesses into the FTSE companies of the future.

[www.workpond.co.uk](http://www.workpond.co.uk)

# Make It Global Make It Clear

## Top tips for internationalising your marketing and your communications

by Sarah Carroll, Director of Grow Global, Make It Global business consultant



If you're thinking of going global then you will need to target your marketing and communications at customers who may well be in different countries, from different cultures and speaking different languages. Your potential global market is now over seven billion people.

### TIP 1: Communicate in English

A recent British Council exhibition, 'The English Effect', estimates that 1.75 billion people around the world have a working knowledge of English, so that is already a massive potential market for your goods and services. And, if you're thinking of selling online, then English is still just about the most used language on the web across the globe, so clearly this is a good starting point. So before you dash off getting everything translated, take a moment to think through where you could export to English speakers around the world.

### TIP 2: Get it right in English

The most important thing is to get your message right in English, whether you are doing business in the UK or across the world. This can then be used as the basis for all of your international marketing and communications, whether or not you start to translate into other languages. Sarah Carroll, Director of Grow Global and a trainer on the Make It Global programme, explains: "So many companies we work with haven't even stated what they do and why they are different. You get technical companies who explain their innovative products in great depth, but haven't given their 'elevator pitch' or a 100-word overview much thought at all. At the other end of the scale you have architects and creative companies who are so focused on showcasing their past projects, they don't even list their services. This is, of course, crucial as this is what they are selling and ultimately making money from."



### TIP 3: Adapt for other versions of English

If you're targeting customers in other English-speaking markets, then you may need to adapt your language for different versions of English, such as American English, Indian English and Singaporean English. Many of us are familiar with the use of 'z's in American English, but sometimes we need to use different vocabulary too, like the 'sidewalk' (pavement) and 'pants' (trousers), to name just two of the better-known examples. Generally it is worth writing in International English to appeal to as many English speakers as possible, but also make sure you're not using too many technical terms, acronyms, colloquialisms or even humour that may not be understood, or misunderstood at best. This also helps you prepare a nice set of marketing copy that is well written and can be more easily translated into other languages.

### TIP 4: Translate into other languages

If you want to reach the remaining five billion customers in the world, it is well worth putting your marketing materials into the local language. Imagine yourself trying to understand something written in Chinese without speaking a word of the language. It is imperative to use a professional translation company to make sure that your text is not just translated into another language, but that your message is tailored to customers in the local market too so that it reads naturally with an appropriate tone.

Sarah warns: "We see companies who have translations carried out by their friend's mother's cousin who speaks the language of their target market. While it is hard to completely avoid this scenario if you are setting up your business on a shoestring, friends and family are not trained translators and just because you speak a language does not mean you can write good marketing copy either."

### TIP 5: Localise your images

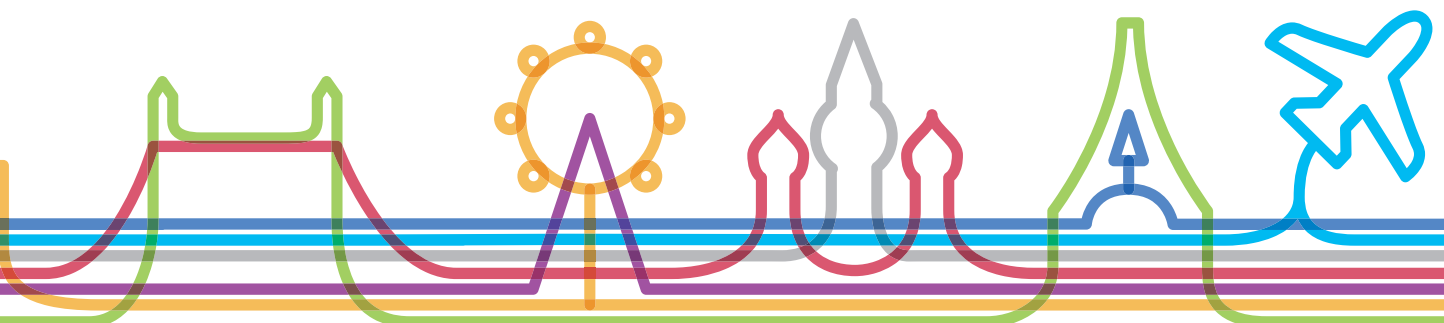
As well as translating the text, take a look at any images and diagrams you use and make sure they are representative and appropriate for your target markets. Even simple things like car registration plates and the weather are all things to take into account when selecting images to appeal to a global audience. As long as you choose wisely, images are a great help when marketing across languages, because, as they say, 'a picture is worth a thousand words'.

#### To find out more:

Sarah Carroll is registered to deliver export communications reviews on behalf of UK Trade and Investment. Sarah has been undertaking export communications reviews since 2005 and has worked with over 300 companies, helping them to access new international markets online.

Sarah also runs a niche consultancy, Grow Global (visit [www.growglobal.com](http://www.growglobal.com)), which optimises websites and communications for international markets, as well as the language learning website [www.languageadvantage.com](http://www.languageadvantage.com). She is also the author of *Teach Yourself Business French*, *Teach Yourself Business Spanish*, *Teach Yourself Business Japanese* and *Teach Yourself Business Mandarin Chinese*.

The Make It Global programme is a £1.5 million funded project that aims to support the internationalisation of women-led small and medium enterprises (SMEs) in London. The project is funded by the EU, through the European Regional Development Fund (ERDF).





## Big News!

### University Square Stratford

University Square, located in the heart of Stratford, is a unique collaboration between Birkbeck, University of London and the University of East London. USS opened its doors for business at the start of the new academic year, the joint vision was to create a major new university hub which meet the growing aspirations of local people in the heart of east London, an area of low participation in higher education. Students are able to study at USS in order to reskill, upskill and to enhance their employment possibilities. It provides education facilities not only for Birkbeck and UEL, but also our partner institutions and organisations.

Students can access a wide range of courses, gain a university qualification and enhance their future prospects.

The £33 million, five-storey partnership campus provides state-of-the-art facilities and student support services including:

- A specialist education advice and guidance team
- Student centre and helpdesk
- 300-seat lecture theatre
- Specialist dance and performance arts spaces
- A dedicated learning centre for independent or group study and learning.
- A specially developed simulated court room for mooting experience.

The London Thames Gateway Development Corporation (LTGDC) has provided not only substantial financial support but significant guidance on the project to the two universities. The project's innovation in aligning educational delivery with regeneration outputs has been recognised also by a substantial grant from the Higher Education Funding Council for England (HEFCE), for which we are incredibly grateful.

The Alumni team are hoping to host many future alumni events at USS and hope that you will come down and check out the new campus for yourself!

# Updates from the Schools

## Royal Docks Business School

### The 'Ngage' Programme

The 'Ngage' Programme is designed to support the schools objective of transforming the lives of our students and enhancing their experiences at UEL.

The two key areas that the programme looks to develop are around guest speakers both motivational (Role models) and subject specific as well as creating a pool of Alumni mentors where our students have the opportunity to discuss their opportunities and challenges on a one to one basis.

Ways to 'Ngage' with the Royal Docks Business School

#### Guest speakers

Alumni guest speakers provide students with first-hand knowledge about getting acclimated to the school, how to prepare for their careers and how to manage their time and competing obligations once they've entered the workforce.

#### Alumni Mentors

Working with a group of student mentees, the alumni will be on hand to help and advise students on a range of issues including academic performance and career progression.

If you are interested in getting involved with the 'Ngage' programme and giving something back to the school, please contact Mark Watson via [rdbs-alumni@uel.ac.uk](mailto:rdbs-alumni@uel.ac.uk).

## Updates from the School of Architecture, Computing and Engineering

### UEL Summer Academy in Venice

UEL was one of the five schools of architecture curating the Summer Academy in Venice, together with the University of Architecture of Venice, the University of Dortmund, the University of Hamburg and the Politecnico di Torino.

For two weeks, starting from 9th September, the London students worked with their European colleagues on the topic of the ephemeral architecture for the Redentore Feast in Venice.

The curators for UEL were Maria Alessandra Segantini, Alex Scott-Whitsby and Michela Pace.

Together with the studio work, the students were exposed to the major historic and contemporary architecture in Venice, offering them a unique chance to get in touch with such a special environment.

## School of Law and Social Sciences

### Society for Terrorism Research annual conference

On June 27th and 28th the School of Law and Social Sciences hosted the seventh annual Society for Terrorism Research annual conference. This conference was attended by 120 participants from academia as well as the wider private and public sectors. This conference enabled participants from over 20 countries to share their research on a wide variety of issues, from the profile of lone-actor terrorists and the emerging threat posed by terrorism in Nigeria to the persistent threat of Northern Irish terrorist activities.

Three thought-provoking keynote addresses were given, by Professor John Horgan (University of Massachusetts Lowell), Sir David Omand GCB (King's College London) and Professor Andrew Silke (University of East London). With the persistent threat posed by both national and international terrorism the research presented and the resulting debate are likely to have significant policy implications in the future. UEL is recognised as being at the forefront of this vital research and the conference succeeded in consolidating this position.



# UEL Annual Fund Awards

UEL's Annual Fund was launched in autumn 2008 and provides an exciting opportunity for members of the UEL community, including our alumni, staff, partners, honorary award holders and other friends of UEL, to support and invest in the future development plans of our University.

Thanks to the generous support of our UEL community, on 18th September we were able to celebrate our fourth set of Annual Fund Awards, which include the Alumni Entrepreneurship Award, Sports Coaching Award, Start up Research Grants and Student Financial Assistance Grants. To find out more about this year's winners read on...

## Annual Fund Sports Coaching Awards



**Chris Leak:** Second year, BSc (Hons) Sports and Exercise. Chris has been awarded an Annual Fund Sports Coaching Award to pay for his Levels 1 and 2 UKCC hockey coaching badges.

**Lucy Fordham:** Third year, BSc (Hons) Psychology with Special Needs and Inclusive Education. Lucy has been awarded an Annual Fund Sports Coaching Award to pay for her Level 2 UKCC award in trampolining gymnastics.



## Start-up Research Grant Winners

**Rosemary White and Karen Ferry:** School of Arts and Digital Industries

**Research overview:** The project Rosemary and Karen's funding will support will explore what pedagogical value can be gained when using mobile technology, embedded with interactive videos, in technical skills workshops. This proposed research aims to harness the 'anytime, anywhere' capability of mobile technology with particular focus on enhancing students' engagement through interactive teaching aids.



**Alan Wilson:** School of Law and Social Sciences

**Research overview:** The aim of Alan's research is to examine and evaluate the impact of the new 'Consumer Bill of Rights' on existing contract law, particularly consumer law. When enacted in 2014 the Consumer Rights Act will lead to the most radical overhaul of the traditional common law of contract for over a hundred years. It will replace the existing interlacing set of rules with a distinct set of consumer laws, many of which were originally proposed by the European Commission. The Bill of Rights is expected to provide significant benefits to the single market and consumer choice. However, the maximum harmonisation approach to implementation could signal the disintegration of private law in the UK for consumer contracts, as the judge-made law as we know it gives way to the policymakers in Brussels.



**Dr Amanda Roberts:** School of Psychology

**Research overview:** Amanda's study will predominantly involve collaboration with the Gordon Moody Association, a registered charity that has been helping rehabilitate compulsive gamblers through its residential treatment programme since 1971. Their treatment programme has been developed over 40 years of working with this client group and is specifically gambling-focused; offering an intense level of support, addressing the extremes of associated behaviours, and aiming to rehabilitate individuals by giving them the skills to integrate back into society without the need to gamble. Amanda was approached by Ms Elaine Smethurst (Director of the Gordon Moody Association) to evaluate this treatment programme and its 40 years' worth of data. The study aims to specifically look at the outcomes from three-, six- and nine-month residential treatment packages.





# UEL Annual Fund Awards

continued...

## Alumni Entrepreneurship Award

**Ryan Bissett:** Popular Music Performance, 2010

**Research overview:** Ryan is this year’s winner of our Alumni Entrepreneurship Award. He will be putting his award to great use by using it to help give his business idea a kickstart. Read on to hear about Ryan’s business idea in his own words;

“My business idea is a band available to be hired for functions such as weddings and corporate events. After having worked for many other agencies offering bands for hire, I’ve found that the market is currently a little bit stale. With my new company I plan to inject a new, fresh and modern approach to bands for hire. Our band will keep a mixture of classic songs that are hits at weddings and corporate events, but also add in more contemporary songs for the younger market. Many agencies have kept the same repertoire, which I find has been flailing at events attended by a much younger audience.



“After receiving initial bookings for the band, I plan to add more groups to the company’s roster, with an option to specialise in other genres of music: for example, dinner music or a jazz band. When the company is settled and firmly planted in this market, I plan to introduce other forms of entertainment such as DJs, duos and solo acts, diversifying the company, which will allow us access to other types of music/entertainment.

“I plan to limit the amount of commission I personally take for bookings, so I can offer an extremely competitive rate. In the current economic climate I would like to make this luxury affordable to more people. The business will also be based online, limiting my expenses and overheads. Clients would be able to view the band performing, see pictures and view the repertoire we have to offer, and of course be able to make a booking with our four-piece band, with an added option of hiring more musicians to add to the ensemble, such as a saxophonist or keyboard player.

“The key selling point to the business is being modern, professional and cheap! And I can’t wait to get started with the help from the Alumni Entrepreneurship Grant!”

Since we spoke with Ryan The P.Y.Ts are now ready to take bookings. For more info or to book a band visit [www.thepytsband.com](http://www.thepytsband.com)



## Missed the event? Read the write up...

We had an amazing turnout of approximately 100 guests who joined us in September to celebrate UEL's Fourth Annual Fund Awards Ceremony. The event had a mixture of staff, students, alumni and award winners in attendance. The evening started with a drinks reception, followed by a welcome speech and presentation by John Joughin, UEL's Vice-Chancellor.

This was followed by a speech and presentation by our guest speaker, Yolanda Brown, who is also a UEL Honorary Award Holder. Yolanda is working with the Alumni Team to set up the Yolanda Brown Music award for aspiring UEL musicians. She kindly took the time from her busy schedule to attend this event to share with us why she has decided to support UEL.

The evening closed with a buffet and networking reception with a wide selection of delicious food and drinks for all of our guests to enjoy. With the room buzzing, the event proved to be a memorable and informative experience. We hope to see you all at next year's awards!



# Recent events

## Alumni reception

Cologne, Germany 4th July 2013

Dr Paolo Taticchi, MBA Director from the Royal Docks Business School and members of the Alumni Development Team at UEL recently visited Cologne. This was the third event of its kind to take place in Cologne with UEL's partner institution, Rheinische Fachhochschule. The reception, at the Pullman Cologne Hotel, attracted a great turn out of approximately 50 guests, which included alumni as well and staff from our partner institution.

The evening began with a warm welcome from the Alumni Office (Charlie Tyce, Alumni Relations and Engagement Manager), followed by updates from the Royal Docks Business School. Since the majority of the alumni based in Germany are MBA students, we took the opportunity to promote the new MBA app, currently being developed by the Royal Docks Business School.



## Alumni Reception, Kuala Lumpur, Malaysia

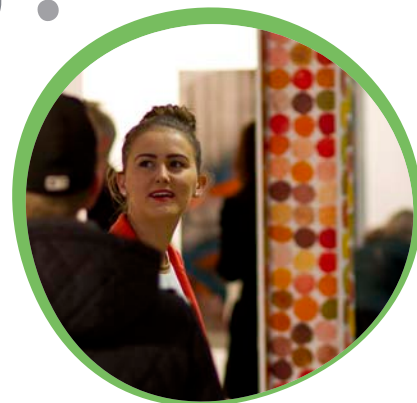
29th June 2013

Catherine Downes and Stuart Smith from UEL's Corporate Marketing Office finished a busy week of meetings in Malaysia by hosting a fantastic alumni event at the Hilton Hotel. The event was also attended by students who are planning on coming to study in the UK in the next academic year and it gave them a great chance to chat to those who have already experienced it.

The team opened the event with a UEL-themed quiz, and also gave the guests an update on the latest happenings at the University. The guests had a great evening socialising, networking and catching up on what other graduates had gone on to do since leaving UEL.

Malaysia is home to a large percentage of our UEL graduates and we are looking forward to getting back out to see them all again soon.





## FreeRange, Truman Brewery, London 27th June 2013

This year the Alumni Team decided to tag along at the School of Arts and Digital Industries' show at FreeRange, held at the famous Old Truman Brewery, London. This event was a great opportunity for the team to invite back graduates to see current students' work. The opening night of the exhibition drew big crowds, and gave the Alumni Team the chance to not only update graduates on what had been happening at UEL, but to promote their services to the current students who themselves would soon join the Alumni Network.



## Health, Sport and Bioscience alumni reunion, Institute of Directors, London 25th June 2013

On 25th June the UEL Alumni Network and the School of Health, Sport and Bioscience hosted a reunion event at the Institute of Directors. The evening was a great success, with a turnout of approximately 45 attendees, including students, staff and alumni. The food was excellent, with a selection of platters, and the drinks were flowing! There was a lively atmosphere in the room, with everyone busily networking and renewing old friendships. Many of the alumni were even saying how they are already looking forward to next year's event! If you have any feedback on this year's event or would like to have input in next year's event. please do let us know.

# Recent events

continued...

*"We had had very enjoyable time with Mark and our friends. It was a great time for us, meeting our fellow UEL members."*

Janaka Lokuliyana Don

## Sri Lankan alumni dinner

Sri Lanka

14th June 2013

Mark Coddington, from the UEL International team, kindly hosted an intimate dinner with the University of East London's Sri Lankan-based alumni. Janaka Lokuliyana Don, who was in attendance at the event, said, "We had had very enjoyable time with Mark and our friends. It was a great time for us, meeting our fellow UEL members."

## School of Psychology alumni event,

Stratford campus, London

20th June 2013

The UEL Alumni Network and School of Psychology held their fourth annual alumni event in June. This year's event was also in conjunction with the charity Mind. The event, entitled 'The Psychology of Empowered Voices', saw over 80 students, staff and alumni attend and was held in UEL's very own Computing and Conference building at the Stratford campus. Attendees were able to hear from guest speaker Stuart Semple, who shared his personal experiences with mental health problems and the way in which he positively channelled this into his current work with Mind and the Creative Therapies Fund. Guests were then invited to two separate workshops hosted by the team at Mind, followed by a buffet and networking opportunity. The turnout for this event was fantastic and both the lecture and workshops were extremely inspiring and informative for all who attended. The team at UEL can't wait to begin planning for next year's event!



## Nigerian Alumni Dinner, Nigeria

14th May 2013

Suzanne Aitchison, from the UEL International team, kindly hosted a dinner with the University's Nigerian-based alumni in May. The dinner, at the Oriental Restaurant at The Hilton in Abuja, saw guests enjoy an excellent meal in a convivial atmosphere. It was a great opportunity for the alumni to network and discuss the latest developments at the University. If you are interested in attending our next overseas event, keep a lookout as we may be having another one soon that may well be in your country!



# Alumni Christmas Party

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**Date: Friday 6th December 2013**

**Time: 6.00–11.30pm**

**Venue: West Ham United Football Club, Boleyn Ground,  
Green Street, London E13 9AZ**

This year we will be returning to West Ham Football Club for our 2013 Alumni Christmas Party! We have had so many requests to move the party back to West Ham that we just couldn't say no!

Please join us for an evening of food, drink, and entertainment, including a DJ and disco, raffle and games, as well as the opportunity to socialise with your old classmates and lecturers. Come and celebrate the festive season, bring your UEL friends with you, or come and make new ones!

The event is open to all graduates and staff past and present, and of course you are more than welcome to bring your partners, friends and family with you too. The evening also includes a delicious festive buffet and a free Christmas Cocktail.

This event is ticketed, and tickets must be purchased in advance – none will be available on the door on the night.

The event has limited places with early bird tickets priced at just **£15** (please ensure you book before **24 November** as ticket prices will rise to £20 on the 25th!) They are bound to sell out fast, so make sure you order your tickets from the following link [uel.ac.uk/alumni-event](http://uel.ac.uk/alumni-event) TODAY!

# UEL PUZZLES

Play our fun puzzles – you even have the chance to win a prize!

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& better ←

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## COMPETITION

This edition's competition is an anagram. Rearrange the letters to make a word to be in with a chance of winning a £30 Amazon voucher. When you have the answer just email it plus your name and contact details to [alumni@uel.ac.uk](mailto:alumni@uel.ac.uk) by 1st February 2014.

**A T O M B I I N**

# Will you help make sure they get a first-class degree?

Here at UEL we want to give our students the best experience possible and make sure that they get the best chance to fulfil their educational goals in life. So, with the help of Friends of UEL, we are now able to support those in the most urgent need.

UEL understands and values the tremendous benefits of partnership. We want you to be involved in the excellent transformational work our students, graduates and communities are undertaking. With our Transformation for Excellence strategy for 2010–2020, we are more determined than ever to increase the value of everything we do, and we would like to invite you to be a partner.

We have developed an exciting range of engagement opportunities for our alumni, honorary graduates and community supporters to consider getting involved in to play a part in the future of UEL. For more information please take a look at the engagement form enclosed.



## **Olalekam Dahuda Bralmoh**

Financial Assistance Grant winner and UEL student. When receiving his grant Olalekam said:

“Combining education with a family life is not easy, and it is also very hard to find work to supplement my student loan at the moment. I will use my Student Financial Assistance Grant towards paying my bills to make sure my family is secure whilst I study. It is a great honour to have been chosen to receive this award. It really will make a world of difference to me.”

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facebook.com/uellumni

Editor: Charlie Tyce  
Print: BTB Mailflight



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