



Times  
Higher  
Education



# ▶ TIMES HIGHER EDUCATION MASTERCLASS

*(Managing Reputation in Higher Education)*



11 May 2023 (Thursday)



9.30am – 3.00pm



Asia Pacific University of Technology & Innovation (APU),  
Technology Park Malaysia, Bukit Jalil, Kuala Lumpur.

Reputation is, in many ways, the global currency of higher education. It impacts a university's ability to attract students, recruit academic talent, forge international collaborations and it is also a key component of various rankings methodologies.

This Masterclass series will examine the latest dataset from Times Higher Education (THE) Global Academic Reputation Survey.

Brought to you by Times Higher Education, UK, and the Malaysian Association of Private Colleges & Universities (MAPCU). This Masterclass features prominent speakers and topics on managing reputation in Higher Education, collaboration and student mobility.

Free Online Registration

<https://forms.gle/zXMbQrmFXR6RFrA79>



## ITINERARY

09.30 – 10.00	<b>Registration &amp; Refreshment</b>
10.00 – 10.10	<b>Welcoming Remarks</b> Datuk Parmjit Singh, President Malaysian Association of Private Colleges and Universities (MAPCU)
10.10 – 10.15	<b>Introductory Remarks</b> Simone Dilena, President (APAC) Times Higher Education (THE)
10.15 – 11.15	<b>Session 1: Managing Reputation in Higher Education</b> Julie Wilkens McMahon, Regional Director (APAC) Times Higher Education (THE) <ul style="list-style-type: none"><li>• Global perceptions of Malaysian universities</li><li>• Research partnerships and collaborations</li><li>• Best practices: marketing and comms</li><li>• Reputation measurement</li></ul>
11.15 – 11.30	<b>Coffee/tea break</b>
11.30 – 12.30	<b>Session 2: University Reputation Through the Lens of Rankings</b> Simone Dilena, President (APAC), Times Higher Education (THE) <ul style="list-style-type: none"><li>• Trends and insights from 2023</li><li>• Rankings 101: WUR and Impact</li><li>• Methodology and data sources</li></ul>
12.30 – 13.45	<b>Lunch Break</b>
13.45 – 14.45	<b>Session 3: The Australian Approach to International Education</b> Fiona Morris, Counsellor (Education and Research) Australian High Commission <ul style="list-style-type: none"><li>• Insights and statistics</li><li>• Research collaborations</li><li>• Student mobility</li></ul>
14.45 – 15.00	<b>Q&amp;A / End</b>

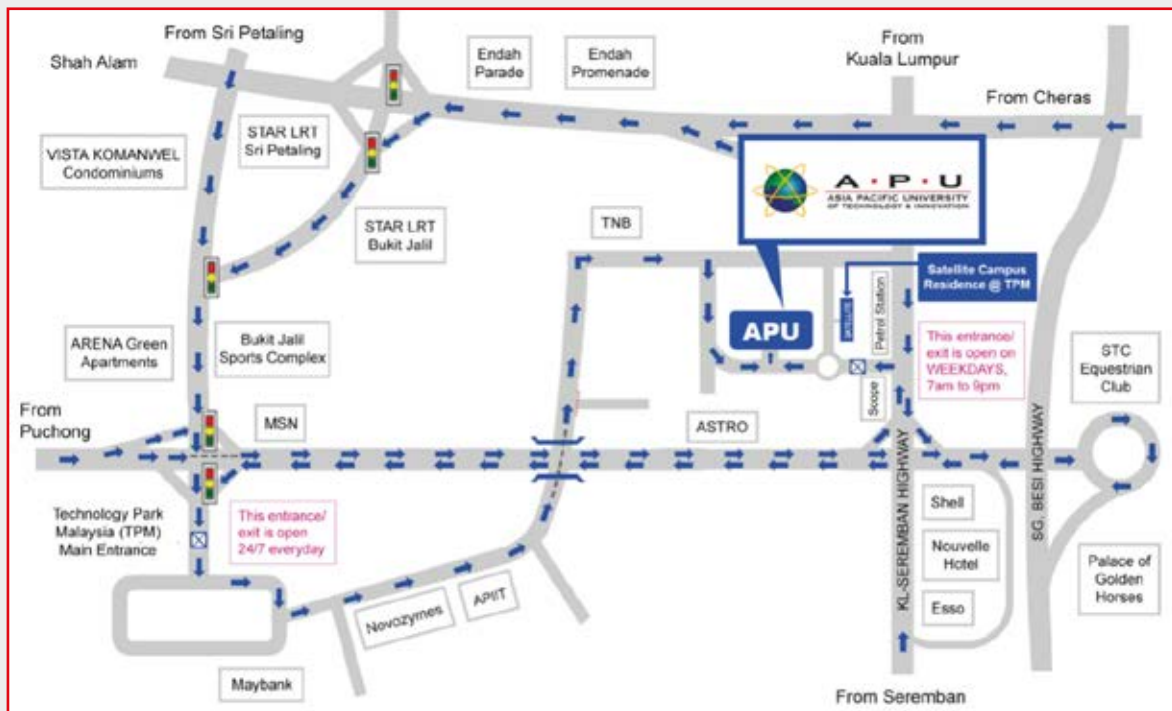
## Internet Access / Wifi

Internet connection is available on campus. Wifi password will be provided on the day of the event.

## Contact

Malaysian Association of Private Colleges & Universities  
[mapcu.my@gmail.com](mailto:mapcu.my@gmail.com)

## VENUE



## Parking

Parking is available at the Technology Park (MRANTI Park) in the vicinity of APU.

